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Catalog of Copyright Entries: *Third Series*

Volume 22, Part 11B, Number 1

Commercial Prints and Labels

January–June
1968



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Catalog of Copyright Entries

Third Series

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of \$5 per hour.

For each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at \$50 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C. 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. Some parts also contain registrations made under symbols other than those listed for the particular part, if the subject matter or type of material is similar to that generally included in the part.

The first letter of the symbol is that of the class under which registration is made. Second and third letters, if any, that follow the initial letter are added by the Copyright Office for the purpose of statistical analysis. Their significance is as follows:

F	Published foreign works. In the case of books and periodicals, it designates works manufactured outside the United States (except those registered for ad interim copyright). In all other classes to which it applies, it designates works first published outside the United States, the authors of which are neither citizens nor domiciliaries of the United States. (AF, EF)		O	Published works of foreign origin registered under the waiver-of-fee provision (section 215 of Title 17 of the <i>United States Code</i>). (BIO, GFO)	
I	Books and periodicals registered for ad interim copyright. (AI, BI)		P	Published works in classes for which registration is possible for either published or unpublished works (except those for which the second letter F, explained above, is appropriate). (EP, JP)	
			U	Unpublished works in classes for which registration is possible for either published or unpublished works. (DU, EU)	
		Price per semiannual issue			Price per semiannual issue
Part 1	Books and Pamphlets, Including Serials and Contributions to Periodicals	\$7. 50	Parts 7-11A	Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations	\$2. 50
A	Books		G	Works of art and models or designs for works of art	
BB	Contributions to periodicals		H	Reproductions of works of art	
R	Renewal registrations		I	Drawings or sculptural works of a scientific or technical character	
Part 2	Periodicals	2. 50	J	Photographs	
B	Periodicals		K	Prints and pictorial illustrations	
R	Renewal registrations		R	Renewal registrations	
Parts 3-4	Dramas and Works Prepared for Oral Delivery	2. 50	Part 11B	Commercial Prints and Labels	2. 50
C	Lectures and other works prepared for oral delivery		KK	Commercial prints and labels	
D	Dramatic or dramatico-musical works		R	Renewal registrations	
R	Renewal registrations		Parts 12-13	Motion Pictures and Filmstrips	2. 50
Part 5	Music	7. 50	L	Motion-picture photoplays	
E	Musical compositions		M	Motion pictures other than photoplays	
R	Renewal registrations		R	Renewal registrations	
Part 6	Maps and Atlases	2. 50			
F	Maps				
R	Renewal registrations				

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which the copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.,

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Jan68;
KK204200.

FRANKONIA PRODUCTS, INC.

Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;
8Jan68; KK204150.

Each main entry for currently registered works includes, in addition to the claimant's name under

which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.
- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information

is given in the application and is not indicated elsewhere in the entry.

- 10) Copyright symbol ©.
- 11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application is given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Feb68 (in notice: 1967); KK205000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol ©.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

(A)	author(s)
a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of copyright in a commercial print or label
prev.	previous, previously
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
reg.	registered, registration
rev.	revised
t.a.	trading as
v., vol.	volume, volumes

Registrations January-June 1968

Domestic published commercial prints and labels	2, 802
Foreign published commercial prints and labels	1
Total	2, 803
Renewals	62

These figures represent the number of registrations for commercial prints and labels for January-June 1968, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

- A-TREAT BOTTLING CO. ©**
Brewed type root beer; net contents 12 fl. oz. On can. © 8Apr68; KK206130.
- ABBOTT TRESSES, INC. ©**
Be a two women woman. (In Vogue, Mar. 15, 1968, p.35) Appl. author: Dominic C. Abbott. © 15Mar68; KK206008.
Customers stop at the Abbottique. Sheet. Appl. author: Dominic C. Abbott. © 22Mar68; KK206007.
New, newer, newest stretch. Sheet. Appl. author: Dominic C. Abbott. © 22Mar68; KK206006.
- ABSORENE MANUFACTURING CO. See**
CRAZEE-CLAYZEE CO.
- ACE ENTERPRISES. ©**
Guaranteed to work, new intensified Ace products oven-cleaner; net wt. 1/2 lb. Sticker. Appl. ti.: Oven cleaner labels. © 19Jan68; KK205187.
- ACE-HI PRODUCTS CO.**
Ace-Out, a newly improved fish hook remover. Sheet. © Ace-Hi Products Co., solely owned by Al E. Daughtry; 29Jan68; KK205888.
- AD-VANTAGE, INC. ©**
How the sandwich got its name. (In The Pilot-news, Mar. 30, 1968, p.6) © 30Mar68; KK205719.
- ADMC0, INC. ©**
Happy winner Bingo, new exciting fun game to play. Folder & card. Appl. author: Allen Dean Mammel. © 13Dec67; KK205853.
- AEROQUIP CORP. ©**
Barco 5800 series/3000 psi swivel joints; seal replacement instructions. Sheet. © 23Jan68; KK205726.
Champion brewers and wine hose; Republic rubber engineering bulletin RREB 137. Sheet. © 21Sep67; KK204116.
Procedure for loading and unloading bulkheaded flat cars with Aeroquip tie down systems; bulletin 5008. Sheet. © 30Apr68; KK206726.
- AEROQUIP CORP. BARCO DIVISION. ©**
Masstabelle fur Kugelgelenke Anschweissenden. (Industrial bulletin 9570) © 9Nov67; KK204267.
- AFFILIATED DISTILLERS BRANDS CORP. ©**
Come meet the smart set. (In Beverage media, metropolitan ed., Nov. 1967, p.209-220) AppI. author: Schenley Industries, Inc. © 1Nov67; KK205677.
Remarkable savings on twin-pak quarts of your favorite liquor brands. (In Daily news, New York, Aug. 24, 1967, p.25) © 24Aug67; KK205362.
Schenley Industries will never run out of ways to say congratulations. (In Alaska beverage analyst, July 1967, p.13) © 1Jul67; KK205310.
The time-saver, or how Schenley cocktails give your personnel more time to spend on each passenger. (In Air transport world, Apr. 1968, p.22) © 1Apr68; KK206142.
- AGWAY, INC. ©**
An American Christmas. Record sleeve. (The Agway holiday heritage series) © 13Nov67; KK204574.
- AIR LITE CORP. ©**
Open window privacy, draftless ventilation, cleaner interiors, easy to keep clean. Sheet. Appl. author: Albert E. Davis, Pres. Air Lite Corp. © 12Mar68; KK205574.
Study the no-sway device for securely holding art, pictures, etc. in fixed position. 2 sheets. Appl. author: Albert E. Davis. © 12Oct67 (in notice: 1966); KK204448.
- AIR-TECH INDUSTRIES, INC.**
In this crate there's room for 3 indoor tennis courts, a swimming pool, a mile track or a gymnasium. Folder. © Air-Tech Industries, Inc., division of Walter Kidde & Co., Inc.; 14Mar68; KK206127.
- AIRFLOOR CO. OF CALIFORNIA, INC. ©**
Trusslab, composite ... floor system with omni-directional void. Folder. Appl. authors: Airfloor Co. of California, Inc. & John C. Leemhuis, Jr. © 26Nov67; KK204916.
- ALBERTO-CULVER CO. ©**
Alberto Culver introduces Wash and Wear Hair. (In Frankfort leader, Apr. 11, 1968, p.6) Appl. author: J. Walter Thompson Co. © 11Apr68; KK205926.
Alberto-Culver introduces wash and wear shampoo, V05. (In Frankfort leader, Apr. 11, 1968, p.5) Appl. author: J. Walter Thompson Co. © 11Apr68; KK206184.
FDS feminine hygiene deodorant spray; net wt. 3 oz. On can. © 2Aug66; KK205245.
The first shampoo that really does something about oily hair; V05. (In Glamour, Jan. 1968, p.41) Appl. author: J. Walter Thompson Co. © 20Dec67; KK204460.
The first shampoo that really does something about oily hair; V05. (In Teen, Feb. 1968, p.37) Appl. author: J. Walter Thompson Co. © 15Jan68; KK205978.
Free nylons whenever you buy Subdue shampoo. (In Real story, Dec. 1967, p.3) Appl. author: Knox Reeves Advertising. © 24Oct67; KK205106.
Gentle protection from a most personal deodorant worry; Onid. (In American hairdresser, Jan. 1968, p.19) Appl. author: J. Walter Thompson Co. © 20Dec67; KK204463.
The good old days are back; Consort. (In Men's hairstylist & barber's journal, Mar. 1968, p.18) Appl. author: J. Walter Thompson Co. © 20Feb68; KK205924.
Here's a deep-penetrating protein treatment that restores your patrons' damaged hair; V05 conditioner. (In American hairdresser, Nov. 1967, p.17) Appl. author: J. Walter Thompson Co. © 20Oct67; KK204464.
It's here, a miracle for faces; Melo-Pak. (In The Indianapolis star, Apr. 14, 1968, p.22) Appl.

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ALBERTO-CULVER CO.-Con.

It's here, a miracle for faces.-Con.
author: J. Walter Thompson Co.
© 14Apr68; KK205928.

New Dawn mink sweepstakes; win one of 690 mink creations designed by Oleg Cassini. (In Woman's day, Feb. 1968, p.27) Appl. author: J. Walter Thompson Co. © 16Jan68; KK205129.

One for the shop and two for the home; some great new sizes from the Consort professionals. (In Men's hairstylist and barber's journal, May 1968, p.10) Appl. author: J. Walter Thompson Co. © 20Apr68; KK206363.

Some girls think only a permanent gives body like this, we know better; Get Set. [Blonde] (In Teen, Jan. 1968, p.5) Appl. author: J. Walter Thompson Co. © 20Dec67; KK204462.

Some girls think only a permanent gives body like this, we know better; Get Set. [Brunette] (In Ingenue, Nov. 1967, p.26) Appl. author: J. Walter Thompson Co. © 20Oct67; KK204461.

Surprise package; Onid's been selling better. (In American hairdresser, May 1968, p.48) Appl. author: J. Walter Thompson Co. © 20Apr68; KK206364.

This new product will become as essential to you as your other deodorant; FDS feminine hygiene deodorant spray. (In Seventeen, Nov. 1967, p.202) Appl. author: N. W. Ayer & Son, Inc. © 1Nov67; KK203878.

Thrusting upward like Chicago. (In Commerce, Mar 1968, p.55) Appl. author: J. Walter Thompson Co. © 15Mar68; KK206724.

ALCAN ALUMINUM CORP. ©

Flexalum Portiko, 1968 architect's catalog. 15 p. © 10Oct67; KK204147.

ALDENS, INC. ©

Gamble Aldens smashing sweater clearance. Sheet. © 5Jan68; KK204593.

Smash-buy shirtdresses in Avril rayon-cotton. Folder. © 2Feb68; KK205138.

ALI.

Here it is, a back washer. Sheet.
© Ali Fiumedoro d.b. under the name of Ali; 3Jan68; KK205338.

Knee pads, tie them on and work with comfort. Sheet. © Ali J. Fiumedoro d.b. under the name of Ali; 3Jan68; KK205337.

ALL-PRO CHICKEN, INC. ©

New southern crisp taste. On folding carton. © 6Apr68; KK206654.

ALUMINUM ASSN. ©

Aluminum, it's a hull of a good buy. (In Motor boating, Apr. 1968, p.143) Appl. author: Foote, Cone & Belding. © 1Apr68; KK205901.

Aluminum, it's a hull of a good buy. (In Rudder, May 1968, p.11) Appl. author: Foote, Cone & Belding. © 1May68; KK206082.

Aluminum won't rot, rust, crack, flake, peel or warp; all it does is sell. (In Journal of home-building, May 1968, p.79) Appl. author: Foote, Cone & Belding. © 3May68; KK206335.

Building is starting to boom again, and aluminum is selling hard. (In Building supply news, Oct. 1967, p.14) Appl. author: Foote, Cone & Belding. © 15Oct67; KK204399.

Economy is one good reason why aluminum is the big choice in underground wiring; electrical aluminum. (In Electrical world, Aug. 21, 1967, p.106) Appl. author: Foote, Cone & Belding. © 21Aug67; KK204401.

It's a hull of a good buy; after 20 punishing offshore races ... Bill Wishnick's Big Broad Jumper is as sound as ever. (In Rudder, Apr. 1968, p.91) Appl. author: Foote, Cone & Belding. © 1Apr68; KK205792.

Look what happens when you put up aluminum siding; nothing. (In Journal of homebuilding, Apr. 1968, p.39) Appl. author: Foote, Cone & Belding. © 3Apr68; KK205793.

Siding sales are in season, and aluminum is coming on strong. (In Building supply news, Aug. 1967, p.14) Appl. author: Foote, Cone & Belding. © 15Aug67; KK204398.

ALUMINUM CO. OF AMERICA. ©

Foil furniture; created for you with love by Conny Von Hagen. © 10Jun68; KK206757.

ALVIN CO.

Alvin sterling ... presents vital, vibrant Vivaldi. Folder. Appl. ti.: Alvin sterling all pattern folder. © Alvin a.s.d.o. Alvin Co., a division of Textron, Inc.; 31Jan68; KK206037.

AMERICAN BEAUTY MACARONI CO. ©

Egg noodles; net wt. 16 oz. On wrapper. © 12Jun68; KK206702.

AMERICAN BOOK CO. ©

The joke is on you ... Time out, Tom Whitman; I-39-4. Record sleeve. © 7May68; KK206212.

Keep up, Tom Whitman; Round trip, Tom Whitman; I-39-5. Record sleeve. © 7May68; KK206211.

Music 300, an introduction to form in music. On box. Appl. author: Eugene W. Troth. © 19Mar68; KK205533.

New faces ... Think first, Tom Whitman; I-39-2. Record sleeve. © 7May68; KK206214.

Sh-h-h-h ... So what, Tom Whitman; I-39-1. Record sleeve. © 7May68; KK206215.

Welcome ... Just stop it, Tom Whitman; I-39-3. Record sleeve. © 7May68; KK206213.

AMERICAN CAN CO. ©

Good Value brand crinkle cut french fried potatoes; net wt. 5 lbs. On bag. Appl. author: Donald L. Weber. © 1Apr68; KK206620.

TV, True Value brand frozen fresh crinkle cut carrots; net wt. 24 oz. On bag. Appl. author: Donald L. Weber. © 1Apr68; KK206621.

AMERICAN DISTILLING CO., INC. ©

Crystal Falls grain alcohol. Sticker. © 12Jan68; KK204973.

AMERICAN DISTRICT TELEGRAPH CO. ©

Your single source for sound services. Folder. © 11Sep67; KK205087.

AMERICAN DOG REGISTRY. ©

Why American dog registry? Protection for your dog against theft. Folder. Appl. author: Roy H. Green. © 15Jan68; KK205974.

AMERICAN HONDA MOTOR CO., INC. ©

The 450 Super Sport, the big new bike with the lean look! Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206564.

From road to rough, just flip a lever. (In Outdoor life, Apr. 1968, p.123) Appl. author: Grey Advertising, Inc. © 25Mar68; KK206562.

Get on Honda's hot line; Scramblers. (In Motorcyclist, Mar. 1968, p.2-3) Appl. author: Grey Advertising, Inc. © 5Feb68; KK206557.

Get on Honda's hot line; Scramblers! (In Motorcyclist, June 1968, p.2-3) Appl. author: Grey Advertising, Inc. © 6May68; KK206561.

Go 1,600 miles on this much gas with this new Honda, this sleek Super 90. (In Spectrum, Apr. 30, 1968, p.12) Appl. author: Grey Advertising, Inc. © 30Apr68; KK206556.

Honda. [Beach scene] Poster. Appl. author: Grey Advertising, Inc. Appl. ti.: Window banner. © 16May68; KK206570.

Honda. [Couple riding Hondas] Poster. Appl. author: Grey Advertising, Inc. Appl. ti.: Window banner. © 16May68; KK206571.

Honda. [Racetrack scene] Poster. Appl. author: Grey Advertising, Inc. Appl. ti.: Window banner. © 16May68; KK206572.

Integrity, the Honda engine. (In Motorcyclist, Feb. 1968, p.2) Appl. author: Grey Advertising, Inc. © 5Jan68; KK206559.

Mean machine, here's the mean one; Honda Scrambler 160. (In College times, Oct. 6, 1967, p.8) Appl. author: Grey Advertising, Inc. © 6Oct67; KK206555.

Nine big new ones from Honda; Scrambler 350. (In Motorcyclist, Apr. 1968, p.2-3) Appl. author: Grey Advertising, Inc. © 5Mar68; KK206558.

Nine big new ones from Honda; Touring 175. (In Playboy, Apr. 1968, p.6-7) Appl. author: Grey Advertising, Inc. © 19Mar68; KK206563.

Scene machine, Honda's what's happening. (In College times, May 3, 1967, p.6) Appl. author: Grey Advertising, Inc. © 3May67; KK206554.

The Scrambler 450, the big bike for the big ride! Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206568.

The Scrambler 175, here's a hot light-weight Scrambler. Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206567.

The Scrambler 350, one of the sharpest Scramblers on or off the road! Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206565.

The 350 Super Sport, here's a bike loaded with performance and style. Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206566.

The Touring 175, here's a bike that offers dependable everyday transportation. Sheet. Appl. author: Grey Advertising, Inc. © 19Jan68; KK206569.

Turn on to 23, ride any one of them. (In Motorcyclist, May 1968, p.6-7) Appl. author: Grey Advertising, Inc. © 5Apr68; KK206560.

23 Honda models; sport bikes, touring bikes. Card. Appl. author: Grey Advertising, Inc. Appl. ti.: Counter card. © 16May68; KK206573.

AMERICAN INSTITUTE OF TIMBER CONSTRUCTION. ©
What about fire? 1 v. NM: additions & revision. © 1Apr68; KK206308.

Your responsibility. 1 v. © 1Apr68; KK206309.

AMERICAN OIL CO. ©
Come with us and enjoy the good life. (In Carnegie technical, Feb. 1967, p.54) Appl. author: MacManus, John & Adams, Inc. © 1Feb67; KK202917.

AMERICAN SAINT GOBAIN CORP.
The 8 a.m. news report, ASG style. Sheet. © American Saint Gobain; 6May68; KK206687.

The 8 a.m. news report, ASG style, another example of how when ASG listens, things happen. (In Glass digest, May 1968, p.15) © American Saint Gobain; 15Mar68; KK206574.

Florida, New York builders boost sales with mirror walls. Sheet. © American Saint Gobain; 31May68; KK206575.

Make your vacation home an open house with glass by ASG. Sheet. © American Saint Gobain; 29Mar68; KK206689.

Mirror wallshelp spur new home sales. Sheet. © American Saint Gobain; 29Mar68; KK206691.

Research center keeps nature on view through ASG's Starlux plate glass; Atlantic Richfield's Production Research Center, Plano, Texas. Sheet. © American Saint Gobain; 31May68; KK206576.

Take reality, then shape it in exciting new ways with glass exclusives from ASG; Beadex. Folder. © American Saint Gobain; 29Mar68; KK206690.

Two kinds of ASG plate glass bring in maximum light, minimum glare, all the view. Sheet. © American Saint Gobain; 29Mar68; KK206688.

We've put the good news about ASG's Securit glass door right on the glass door. Card. © American Saint Gobain; 29Mar68; KK206686.

AMERICAN STANDARD, INC. ©
American Standard has the hot ones for '68. (In Contractor, May 1, 1968, p.30-31) Appl. author: Foote, Cone & Belding. © 1May68; KK206344.

The fresh one; a toilet that ventilates itself. (In House & garden, Apr. 1968, p.61) Appl. author: Foote, Cone & Belding. © 17Mar68; KK206349.

The fresh one; the wild one; the safe one. (In House & home, May 1968, p.51-53) Appl. author: Foote, Cone & Belding. © 29Apr68; KK206755.

The plush ones; who but Church would design toilet seats with all the sculptured detailing of fine furniture. (In Hardware retailer, May 1968, p.211-212) Appl. author: Foote, Cone & Belding. © 1May68; KK206334.

The safe one; Stan-Sure. (In Better homes and gardens, April 1968, p.53) Appl. author: Foote, Cone & Belding. © 14Mar68; KK205406.

Who says it has to take 881 gallons a week to flush a toilet, new water saver toilet uses 1/3 less water. (In Journal of plumbing, heating & air conditioning, May 1968, p.7) Appl. author: Foote, Cone & Belding. © 2May68; KK206754.

The wild one; Fiesta. (In House beautiful, April 1968, p.57) Appl. author: Foote, Cone & Belding. © 19Mar68; KK205407.

AMERICAN STERILIZER CO. ©
Amsco medallion small steam sterilizers. 15 p. Appl. author: Richard W. Glass. © 30Jan68; KK206105.

Amsco power pack automatic electric steam generators. Sheet. Appl. author: Richard W. Glass. © 28Dec67; KK204221.

AMERICAN TACK & HARDWARE CO., INC. ©
Deco Room twin hook. Card. © 15Jan68; KK205085.

AMERICAN TOBACCO CO. ©
The cigarette housing problem and how to solve it profitably. (In The military market magazine, Feb. 1968, p.67) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Feb68; KK205064.

Come on in, the smoking's great with Pall Mall filter 88. (In The Hartford courant, May 22, 1968, p.21) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22May68; KK206517.

Don't forget to look at both ends; Pall Mall Gold 100's. (In The Saturday evening post, Mar. 9, 1968, p.13) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Feb68; KK205255.

The first convertible cigarette; Brighton. (In Arizona republic, Phoenix, Apr. 22, 1968, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Apr68; KK206693.

Here's why us Tareyton smokers would rather fight than switch. Man holding filter. (In The Saturday evening post, Mar. 9, 1968, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Feb68; KK205434.

How to build a better coin collection; Pall Mall. (In Vending times, Feb. 1968, p.45) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Feb68; KK205065.

If you could put Tareyton's charcoal filter on your cigarette, you'd have a better cigarette. (In Ebony, Feb. 1968, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Jan68; KK204862.

If you could put Tareyton's charcoal filter on your cigarette, you'd have a better cigarette. Rubber band. (In Life, Jan. 5, 1968, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jan68; KK204861.

Now, get behind an A & C Grenadier; Antonio y Cleopatra. (In Sports illustrated, Apr. 15, 1968, p.88) Appl. author: Gardner Advertising Co., Inc. © 11Apr68; KK206009.

Pall Mall gold 100's filters farther for a milder smoke. (In Holiday, Jan. 1968, p.36) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc.; 28Dec67; KK204665.

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Pall Mall gold 100's filters farther for a milder smoke. (In TV guide, Dec. 23-29, 1967, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Dec67; KK204254.

Pall Mall menthol 100's, extra cool, extra mild. (In Life, Apr. 12, 1968, p.72B) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 8Apr68; KK206157.

Pall Mall menthol 100's, extra cool, extra mild; filter cigarettes. (In TV guide, Jan. 13-19, 1968, p.2 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 10Jan68; KK204817.

A quality blackcherry mixture at popular price; Paladin blackcherry pipe tobacco. (In Daily news, New York, Jan. 22, 1968, p.58) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jan68; KK204620.

Quality sells Americans, American sells quality; Pall Mall. (In Tobacco, Nov. 17, 1967) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Nov67; KK204167..

AMERICAN TOBACCO CO.-Con.

Sweet smell of success; Anthony y Cleopatra, the cigar that's going places. (In United States tobacco journal, Apr. 18, 1968, p.117) Appl. author: Gardner Advertising Co., Inc. © 18Apr68; KK206060.

That's today's La Corona, she'll like it too. (In The New York times magazine, Apr. 28, 1968, section 6, p.46) Appl. author: Gardner Advertising Co., Inc. © 28Apr68; KK206244.

These brands keep 1,489 people working in Louisville; Montclair. (In Louisville courier journal, May 2, 1968, p.B-12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May68; KK206696.

These brands keep 1,925 people working in Richmond; Carlton. (In Times dispatch, Richmond, May 2, 1968, p.A-15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May68; KK206695.

These brands keep 2,070 people working in Durham; Tareyton 100's. (In Morning herald, Durham, N.C., May 2, 1968, p.9A) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May68; KK206692.

Us Tareyton smokers will never change our stripes. Suspenders. (In Look, Nov. 28, 1967, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov67; KK204166.

You make out better at both ends; Fall Mall. (In Newsweek, May 6, 1968, p.55) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Apr68; KK206232.

AMERICAN TOURISTER. ©

The trouble with an American Tourister is nobody knows you've been around. (In Saturday review, Mar. 9, 1968, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar68; KK205623.

AMERICAN WHITE CROSS LABORATORIES, INC. ©

White Cross 100 plastic strips. Card. © 1Dec66; KK204122.

AMETEK, INC. ©

You find Ametek in the most surprising places. Farmer pouring fertilizer. (In Business week, Nov. 11, 1967, p.39) © 10Nov67; KK206651.

You find Ametek in the most surprising places. Girl in bell bottom trousers. (In Business week, May 6, 1967, p.118) © 5May67; KK206650.

You find Ametek in the most surprising places. Man fishing. (In Business week, July 8, 1967, p.127) © 7Jul67; KK206649.

You find Ametek in the most surprising places. Man in space suit. (In Business week, Sept. 9, 1967, p.60) © 8Sep67; KK206647.

You find Ametek in the most surprising places. Pilot in airplane cockpit. (In Business week, June 10, 1967, p.52) © 9Jun67; KK206648.

AMICO, J. F. ©

Coif Care, the amazing new pillowslip that preserves your coiffure. Sheet. © 20Feb68; KK205850.

ANCIENT AGE DISTILLING CO. ©

If you can find a better bourbon, buy it; a sporting offer from Ancient Age. (In Life, May 17, 1968, p.99) © 17May68; KK206849.

Is Ancient Age handing you a line? You bet, says Jerry Giraitis. (In Southern beverage journal, executive ed., July 1967, p.4-5) © 1Jul67; KK205367.

ANDERSON, CLAYTON & CO. ©

Fat-haters, here's a pound you'll love; Diet Chiffon. (In Fort Lauderdale news, Dec. 13, 1967, p.22E) © 13Dec67; KK205485.

If the doctor wants you to cut down on saturated fat, he usually wants you to lose some weight, too; Diet Chiffon. (In The Saturday evening post, Jan. 13, 1968, p.3 of cover) © 2Jan68; KK205477.

ANHEUSER-BUSCH, INC. ©

We'll buy your first bottle free; Grant's Farm syrup. (In Springfield Mo. leader press, Feb. 14, 1968, p.16) Appl. author: D'Arcy Advertising Co. © 14Feb68; KK205075.

ANSON (ART) INC. ©

Healthometer, speed your recovery, test your health. On wrapper. Appl. author: Arthur H. Anson. © 3Nov67; KK204887.

Las Vegas Gambler's Gauge. On wrapper. Appl. author: Arthur H. Anson. © 3Nov67; KK204886.

ANTI-HYDRO WATERPROOFING CO. ©

A-H hydraulic cement, high strength, expansive, quick set, non-rusting pourable cement grout. Sheet. Appl. author: Mortimer W. Meyer. © 15Jan68; KK204655.

A-H poly-sealants. Sheet. Appl. author: Mortimer W. Meyer. © 15Apr68; KK205931.

Anchor masonry surfacer. Folder. Appl. author: Mortimer W. Meyer. © 15Apr68; KK206713.

Super Can-Crete for repairing chipped, deteriorated or worn concrete. Sheet. Appl. author: Mortimer W. Meyer. © 15Mar68; KK205662.

APJAC PRODUCTIONS, INC.

Whitman Doctor Dolittle shape jigsaw puzzle. See TWENTIETH CENTURY-FOX FILM CORP.

APPLIED POWER INDUSTRIES, INC.

Power-Packer mobile hydraulic components; standard products catalog-A. 14 p. © Applied Power Industries, Inc. parent company of Power-Packer; 9Feb68; KK205614.

Power-Packer specialized hydraulic devices and circuits for original equipment manufacturers. 1 v. © Applied Power Industries, Inc., parent company of Power-Packer; 15Dec67; KK205615.

AQUARIUM SUPPLY CO.

Permalife aqua-tonic. Net 1 fl. oz. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 7Dec67; KK206876.

Permalife Glo-gems, for aquariums, fish bowls and planters. Net wt. 4 oz. avoird. On bag. © Aquarium Supply Co., division of Sternco Industries, Inc.; 4Dec67; KK206881.

Permalife goldfish kit, aids in goldfish care. Card. © Aquarium Supply Co., division of Sternco Industries, Inc.; 30Oct67; KK204190.

Permalife hamster spray mist. Net wt. 6 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 11Dec67; KK206883.

Permalife hamster treat. Net wt. 3 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 11Dec67; KK206884.

Permalife master pH test kit. Card. © Aquarium Supply Co., division of Sternco Industries, Inc.; 6May68; KK206913.

Permalife 6 way breeder and tank, with unique adjustable hangers. No. 3479. On folding carton. © Aquarium Supply Co., division of Sternco Industries, Inc.; 17Nov67; KK206885.

Permalife sodium bicarbonate; net wt. 2 oz. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 6May68; KK206912.

Permalife vita tonic. Net 32 fl. oz. (1 qt.) Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 8Jan68; KK206875.

Permalife vitamin A and D oil for hard shells. Net wt. 1 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 7Dec67; KK206882.

AQUARIUMS, INC. ©

Owners guide, how to use and care for your new dynaflo motor filter. Folder. © 20Jul65; KK206191.

ARBY'S, INC. ©

If you haven't tasted an Arby's, wow; roast beef sandwich. [Smiling man] (In The Liberty news, Nov. 24, 1967, p.14) Appl. author: Leo Pambrun. © 24Nov67; KK206725.

ARDEN-MAYFAIR, INC. ©

Double your money back. (In The Salt Lake tribune, Feb. 8, 1968, p.4B) © 8Feb68; KK205081.

Famous bell ringers ... at the carnival, Mayfair discount. (In The Salt Lake tribune, Jan. 11, 1968, p.22B) © 11Jan68; KK204657.

Famous bell ringers of history ... Londoners, for centuries have relied on Big Ben's bell. (In The Salt Lake tribune, Jan. 4, 1968, p.16B) © 4Jan68 (in notice: 1967); KK204468.

Famous bell ringers of history ... ring in the New Year. (In The Salt Lake tribune, Dec. 28, 1967, p.3C) © 28Dec67 (in notice: 1968); KK204240.

Famous bell ringers ... while the school bell calls, Mayfair discount. (In The Salt Lake Tribune, Jan. 18, 1968, p.A11) © 18Jan68; KK204656.

Funny, you don't look discountish. (In The Salt Lake Tribune, Sept. 28, 1967, p.C7) © 28Sep67; KK204151.

Holiday bell ringers, it's like Christmas all year 'round; bananas. (In The Salt Lake Tribune, Dec. 21, 1967, p.4F) © 21Dec67; KK204218.

Is this how you buy meats? (In The San Diego Union, Oct. 2, 1967, p.A-11) © 2Oct67; KK204150.

Let's get down to cases about Mayfair discount prices. (In The Salt Lake Tribune, Sept. 21, 1967, p.A3) © 21Sep67; KK204154.

Our meat prices ring. (In The Salt Lake Tribune, Feb. 1, 1968, p.4B) © 1Feb68; KK205026.

Please don't buy Mayfair meat for its price alone. (In The San Diego Union, Sept. 25, 1967, p.B-8) © 25Sep67; KK204153.

When the chuck wagon bell rang out on the Western range, the cowboys used to come and get it. (Famous bell ringers of history) (In The Salt Lake Tribune, Jan. 25, 1968, p.8D) © 25Jan68; KK204787.

When the old town crier rang his bell, it heralded an important announcement. (In The Salt Lake Tribune, Oct. 5, 1967, p.B11) © 5Oct67; KK204152.

ARNO, PETER.

Is your mother still getting caught in curlers? See CLAIROL, INC.

ARNOLD BAKERS, INC. ©

Big Yaz special fitness white bread; net wt. 24 oz. On bag. © 25Mar68; KK205586.

Cheese Puf-Sen, tender crisp Japanese snacks; net wt. 4 ozs. On bag. © 7Nov67; KK204818.

Golden loaf cake; net wt. 6 3/4 ozs. On folding carton. © 19Oct67; KK205006.

Jelli-wiches; net wt. 11 1/2 ozs. On folding carton. © 18Jan68; KK204720.

Oatmeal raisin soft cookies; net wt. 9 ozs. Card. © 3Aug67; KK204721.

Raisin loaf cake; net wt. 9 3/4 ozs. On folding carton. © 19Oct67; KK205005.

6 Kaiser rolls; net wt. 7 ozs. On folding carton. © 9Dec67; KK204722.

ATHLETIC SPECIALTY CO. ©

Tasco chenille award letters and emblems. Folder. © 5Feb68; KK205851.

ATLAS MINERALS & CHEMICALS DIVISION, ESB, INC. See ESB, INC. ATLAS MINERALS & CHEMICALS DIVISION.

AURORA PLASTICS CORP. ©

Batcycle all plastic assembly kit with Robin's detachable Go Kart; kit no.810-100. On wrapper. NM: revision. © 2Nov67; KK205392.

Bonhomme Richard, all plastic assembly kit; kit no.443/595. On wrapper. © 6Oct67 (in notice: 1966); KK205391.

Cannon Ball. On wrapper. (Postage stamp trains, no.4803) © 11Oct67; KK205386.

Fast freight. On wrapper. (Postage stamp trains, no.4701) © 11Oct67; KK205385.

Little donkey. On wrapper. (Postage stamp trains, no.4702) © 11Oct67; KK205384.

Little donkey. On wrapper. (Postage stamp trains, no.4802) Appl. ti.: Common box cover label for all Postage stamp trains accessories. © 11Oct67; KK205433.

Official NFL miniatures; kit no.824-149. On wrapper. Illus. signed: Schaare. Appl. ti.: NFL football team. NM: revision. © 8Nov67; KK205389.

The Rat Patrol all plastic assembly kit; kit no.340-198. On wrapper. Illus. signed: Schaare. NM: revision. © 3Mar67; KK205388.

Russian guided missile submarine all plastic assembly kit; kit no.726-100. On wrapper. © 4Oct67; KK205394.

Skittle-Bowl, ten pin action, scores like bowling; no.5501-995. On box. © 20Jul67; KK205383.

Sovereign of the Seas all plastic assembly kit; kit no.434-249. On wrapper. Illus. signed: John Steel. © 18Aug67; KK205393.

Tarzan, all plastic assembly kit; kit no.820-100. On wrapper. Appl. ti.: Tarzan, animals set. NM: revision. © 2Jun67; KK205390.

Transcontinental express. On wrapper. (Postage stamp trains, no.4804) © 11Oct67; KK205387.

USS Constitution, Old Ironsides; kit no.436-249. On wrapper. Appl. ti.: The Constitution. © 26Sep67; KK205890.

AUTOMATIC DATA PROCESSING, INC. ©

Whom does Pinkerton's trust with its payroll? (In New York Times, July 26, 1967) © 26Jul67; KK205306.

AUTOMOTIVE DIVISION, RUBBERMAID, INC. See RUBBERMAID, INC. AUTOMOTIVE DIVISION.

AVALON INDUSTRIES, INC. ©

Paint on wood early American art-by-numbers; no.4104. [Tavern sign] On box. © 15Jan68; KK205750.

Paint on wood, early American art-by-numbers; colonial pasture, no.4151. On box. © 15Oct67; KK204735.

AVANT GARDE. ©

Please bring a friend. Sheet. Appl. author: Avant-Garde Media, Inc. © 23Jan68; KK204717.

Satisfied. Folder. Appl. author: Avant-Garde Media, Inc. © 10Apr68; KK205933.

Spendiferous features coming up in Avant-Garde. Sheet. © Avant-Garde; 12Apr68; KK206017.

AVIS RENT A CAR SYSTEM, INC. ©

The clutterbug; multiplies like mad if left alone. (In The New York Times, Jan. 15, 1968, p.L-19) Appl. author: Doyle Dane Bernbach, Inc. © 15Jan68; KK204913.

The wiper chomper, it's just a little bug, but Avis can't ignore it. (In The New Yorker, Feb. 10, 1968, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 7Feb68; KK205629.

B

BACARDI CORP. ©

A mi que me den Bacardi. San Juan, P.R. (In Bohemia, Feb. 4, 1968, p.58) Appl. author: Ross Roy of New York, Inc. © 29Jan68; KK205154.

Ahora garantizamos que si le gustara el sabor y la suavidad del ron Bacardi. (In El mundo, Aug. 31, 1967, p.63) Appl. author: Ross Roy of New York, Inc. © 30Aug67; KK205069.

And you should see how Bacardi rum is made in San Juan, we loved it. 1 v. Appl. author: Ross Roy of New York, Inc. © 18Sep67; KK206473.

Baile al son del ron sabrozon, donde hay ambiente, hay ron Bacardi. San Juan, P.R. (In Bohemia, Dec. 10, 1967, p.2 of cover) Appl. author: Ross Roy of New York, Inc. © 4Dec67; KK205157.

Expertos dicen, Ron Bacardi el mejor. (In El mundo, Aug. 19, 1967, p.14) Appl. author: Ross Roy of New York, Inc. © 18Aug67; KK205074.

Vea como se elabora el ron Bacardi en San Juan, asombroso. 1 v. Appl. author: Ross Roy of New York, Inc. © 18Sep67; KK206474.

Who invented rum & coke? (In Ramey tropicalair, Mar. 25, 1966, p.13) Appl. author: Ross Roy, Inc. © 25Mar66; KK205739.

BACARDI INTERNATIONAL, LTD. ©

Suddenly I found myself big on Bacardi rum & tonic. (In The Bahamas observer, Sept. 16, 1967, p.5) Appl. author: Ross Roy of New York, Inc. © 16Sep67; KK204754.

BADA CO. ©

Micro precision wheel balancing general catalog. Folder. © 10Nov67; KK204895.

- BADGER CO., INC. ©
Briefs; Badger to build major office-shopping complex in Cambridge, Massachusetts. (In Fortune, Apr. 1968, p.160) Appl. author: Culver Advertising, Inc. © 1Apr68; KK206516.
- BADGER PAPER MILLS, INC. ©
Freshrap ice blue 'n wonderful waxed paper. On folding carton. © 17Feb66; KK205915.
- BAGDASARIAN, ROSS. ©
The chipmunks see Doctor Dolittle; S-5300. Record sleeve. © 19Jan68; KK204469.
- BAKER, DAVID F., JR. ©
House talk, now about your draperies. (In Knoxville news sentinel, Apr. 14, 1968, p.2) © 14Apr68; KK205830.
- BALE PIN CO. ©
Dramatics club pins; no.2461B. Sheet. NM: illustrations & textual descriptions. © 5Jan68; KK204260.
- Honor and service pins build school spirit. Sheet. NM: additions. © 29Jan68; KK204658.
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- BALL BROS. CO., INC. ©
Sculptured glass by Ball. 1 v. Appl. author: Applegate Advertising Agency. © 2Jan68; KK205743.
- BALLANTYNE INSTRUMENTS & ELECTRONICS, INC. ©
Flavor-Crisp gas pressure fryer. Folder. © 16May68; KK206426.
- Flavor-Crisp pressure fryer; model CC counter cooker. Folder. © 13Mar68; KK206427.
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Man-on-the-spot in Amsterdam; Amsterdam's historic De Gooyer windmill. (In Business week, Mar. 30, 1968, p.4 of cover) Appl. author: D'Arcy Advertising Co. © Bank of America, National Trust & Savings Assn.; 30Mar68; KK205735.
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Break a ten and it's gone. (In Daily news, Apr. 23, 1968, p.57) Appl. author: Doyle Dane Bernbach, Inc. © Bankers Trust Co.; 23Apr68; KK206035.
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- Our new kind of savings, one big deposit and that's it. (In The New York times, Mar. 27, 1968, p.L-27) Appl. author: Doyle Dane Bernbach, Inc. © Bankers Trust Co.; 27Mar68; KK205630.
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- 10 years ago, most Iranians signed their names this way. (In Iran-American review, 1966-1967, p.31) Appl. author: Doyle Dane Bernbach, Inc. © Bankers Trust Co.; 24Feb67 (in notice: 1966); KK204718.
- BARD ADVERTISING, INC. ©
Play the sensational new family fun game, Jokers wild, win up to 20,000 King Korn stamps. Folder. © 24Oct67; KK204121.
- BARNES, D. WILLIAM. See OLDE ARTISTE PRODUCTS CO.
- BARRETT, LINCOLN. ©
Bid Boka. Sheet. © 18Jan68 (in notice: 1967); KK204881.
- BARTON, MAURICE PEMBERTON.
Pemberton's 10-0-2 fisherman's plastic. See MONAGHAN, RICHARD PAUL.
- BATE, BARBARA KRUGER.
Fun at the zoo, an entertaining & educational menagerie for hours of creative fun. See PLATT & MUNK CO., INC.
- BATES INDUSTRIES, INC. ©
Motorcycle accessories; 1968-69 catalog. 50 p. © 1Mar68; KK206894.
- BAUMRITTER CORP. ©
Even if you think traditional and he thinks modern, don't despair, see what a wonderful wedding we can help you plan; Ethan Allen. (In Ladies' home journal, Oct. 1966, p.79) Appl. author: Rockwell, Quinn & Wall, Inc. © 10ct66; KK206183.
- In 1665, a Massachusetts housewife moved a trestle table like this to the end of her living room. (In Better homes & gardens, Nov. 1966, p.111) Appl. author: Rockwell, Quinn & Wall, Inc. © 31Oct66; KK205188.
- She asked: How quickly can we get it? Ethan Allen American traditional. (In House & garden, Nov. 1966, p.227) Appl. author: Rockwell, Quinn & Wall, Inc. © 31Oct66; KK205190.
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- BEAUTICONTROL, INC. ©
Creed of the American beauty, or, Women's rights today. (In Her face is your fortune) © 24Jan68; KK205153.

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First time anywhere; V. V. Cooke's 2 yr. free maintenance sale on every new car and 1/2 ton pickup truck. (In The Louisville times, May 9, 1968, p.C-7) Appl. author: Fred R. Becker. © 9May68; KK206255.
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Belding Corticelli completely covered metal separating zipper jacket application. Card. © 25Apr68; KK206249.
- Belding Corticelli completely covered zipper dress application. Card. © 12Apr68; KK206250.
- Belding Corticelli completely covered zipper lapped or slot application. Card. © 12Apr68; KK206251.
- Belding Corticelli metal trouser zipper replacement application. Card. © 25Apr68; KK206248.
- BENEDICT, PHIL.
Zion National Park, Utah. See BROWN & BIGELOW.
- BENTON & BOWLES, INC. ©
Fat-haters, here's a pound you'll love; Diet Chiffon. (In Parade, Jan. 7, 1968, p.13) © 7Jan68; KK204820.
- BERKLEY BONAPARTE. ©
Posters catalogue. Sheet. NM: compilation & new pictorial matter. © 1Sep67; KK204353.
- BIO-CAL INSTRUMENT CO. ©
Biochrom amino acid analyzer. 1 v. © 1Aug67; KK204435.
- BLACK PRINCE DISTILLERY, INC. ©
Blended Scotch whisky. Sticker. © 27Dec67 (in notice: 1968); KK204907.
- BLAKE RECORDS, INC. ©
Melba from Melbourne; Marty Robbins. Sticker. Appl. author: John Cook. © 7Apr67; KK204917.
- BLUDAU (H.) STUDIO LA-HAI, INC. ©
Learn pattern-cutting the modern way. (In The Houston chronicle, Sept. 18, 1966, p.10) Appl. author: H. Bludau. © 18Sep66; KK204826.
- BOCAR ENTERPRISES, INC. ©
Open your doors to kitchen power. Sheet. © 6Nov67; KK204238.
- BOISE CASCADE CORP. ©
Change; we honor the symbols of tradition, but mainly as reminders of our responsibility for progress. (In Business week) © 11May68; KK206192.
- Excellence, we think it should play as important a part in business as it does in the world of art. (In Business week, Mar. 9, 1968, p.44) © 9Mar68; KK205258.
- Growth, a company's growth has its roots in the force of new ideas. (In Newsweek, June 10, 1968, p.83) © 10Jun68; KK206626.
- The individual, we feel this is the greatest resource of any corporation. (In Business week, Jan. 27, 1968, p.47) © 27Jan68; KK204788.
- BOLIND, INC. ©
You're all heart. Slip. © 14Mar68; KK205284.
- BOLS LIQUEURS.
87 reasons to love world famous Bols liqueurs. Sheet. © Bols Liqueurs, Erven Lucas Bols Distilling Co.; 21Aug67; KK204599.
- BONNY PRODUCTS, INC.
Big dipper, cast aluminum bowl; no.333. Card. © 7Jan68; KK205524.
- Teflon coated food scoop; no.888 size 16. Card. © 7Jan68; KK205523.
- BOONE, GARRET. ©
Spoing playing instructions and rules. Sheet. © 16Mar68; KK206741.
- BORDEN CO. ©
White Lamb baby panty. On folding carton. © 18Mar68; KK205435.
- White Lamb disposable diapers, 18 heavy duty for super absorbency. On folding carton. © 18Mar68; KK205436.
- White Lamb disposable diapers, 30 regular. On folding carton. © 18Mar68; KK205437.
- BORG-WARNER CORP. ©
The body of this Amphi-cat is one third the weight of the man driving it. (In Barron's, May 6, 1968, p.38) © 6May68; KK206216.
- Next time you go by boat, it may be a jet. (In U.S. news & world report, Jan. 22, 1968, p.78-79) © 14Jan68; KK205645.
- This camper will never rust, pit or peel, it's made of the same stuff your color telephone is made of. (In Newsweek, Nov. 13, 1967, p.86-87) © 7Nov67; KK205246.
- Wanted indoors, one reliable 49,000 ton iceberg. (In The Wall Street journal, June 6, 1968, p.5) © 6Jun68; KK206664.
- BRADLEY (MILTON) CO.
Chitty, chitty, bang, bang. See GLIDROSE PRODUCTIONS, LTD.
- The Flying Nun game for 2, 3 or 4 players. See SCREEN GEMS, INC.
- The liberty tree, Boston 1774. On wrapper. (Early American jigsaw puzzle, 4776-2) © 1Nov67; KK206532.
- Looney tunes game, for ages 7 to 15. See WARNER BROS.-SEVEN ARTS, INC.
- Off to see the Wizard game. See METRO-GOLDWYN-MAYER, INC.
- The road runner game for ages 7 to 15. See WARNER BROS.-SEVEN ARTS, INC.
- BRADY ENTERPRISES, INC. ©
Bar-Tender's brand instant Bloody Mary mix; net wt. 3 3/4 oz. On folding carton. © 29Feb68; KK205468.
- Bar-Tender's brand instant daiquiri mix; net wt. 1 1/8 ozs. On folding carton. © 16Jun67; KK205464.
- Bar-Tender's brand instant Mai-Tai mix; net wt. 1 7/8 ozs. On folding carton. © 16Jun67; KK205466.
- Bar-Tender's brand instant Margarita mix; net wt. 1 5/8 ozs. On folding carton. © 16Jun67; KK205465.
- Bar-Tender's brand instant whisky sour mix; net wt. 1 7/8 ozs. On folding carton. © 16Jun67; KK205467.
- BRECK (JOHN H.) INC. ©
Breck introduces the gentle blonding kits for fraidy cats. (In Eye, May 1968, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 18Apr68; KK206486.
- Breck shampoo brings out the shine in your hair, like brushing 100 strokes. Girl with blonde page boy. (In Glamour, Jan. 1968, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Dec67; KK205312.
- Shampoo brings out the shine in your hair, like brushing 100 strokes. [Blonde wearing white blouse] (In Vogue, Mar. 15, 1968, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 15Mar68; KK206481.
- Shampoo brings out the shine in your hair, like brushing 100 strokes. [Girl with auburn hair wearing yellow dress] (In Seventeen, Mar. 1968, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 1Mar68; KK206482.
- Shampoo brings out the shine in your hair, like brushing 100 strokes. [Girl with brown hair wearing pink dress] (In Vogue, Apr. 15, 1968, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 15Apr68; KK206483.
- This number may get you 2 free weeks in Tahiti; enter the Breck creme rinse sweepstakes. (In McCall's, Feb. 1968, p.53) Appl. author: Young & Rubicam, Inc. © 23Jan68; KK205313.
- BRISTOL-MYERS CO. ©
Bufferin works in half the time of simple aspirin. Streamer. Appl. author: Ted Bates & Co., Inc. © 15Apr68; KK206138.
- Check one, loving you, seeing you; is an Excedrin headache. Folder. © 25Jan68; KK204877.
- Diclocil; cuatro capsulas de 125 mg. Folder. © 8Dec67; KK204439.

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BRISTOL-MYERS CO.-Con.

Excedrin headache no.28 period.

(In McCall's, Feb. 1968, p.44)

Appl. author: Young & Rubicam, Inc. © 23Jan68; KK205314.

Flu-zy? Excedrin. (In Redbook, Mar.

1968, p.125) Appl. author: Young & Rubicam, Inc. © 20Feb68; KK206484.

Pentrexyl, la penicilina que usted puede usar como antibiotico; cuatro capsulas de 250 mg. Folder. © 8Dec67; KK204441.

Prostafilina; cuatro capsulas de 250 mg. Folder. © 8Dec67; KK204440.

Take your pick, me or an Excedrin headache. Folder. © 25Jan68; KK204878.

Tetrex 500; dos capsulas de 500 mg. Folder. © 8Dec67; KK204442.

This is not a chicken soup ad, it's a bath oil demonstration; Softique. (In McCall's, Mar. 1968, p.57)

Appl. author: Doyle Dane Bernbach, Inc. © 27Feb68; KK205959.

Wanting you is Excedrin headache no.----. Folder. © 25Jan68; KK204879.

Without you, my life's an Excedrin headache. Folder. © 25Jan68; KK204880.

BROCK (M. J.) & SONS, INC. ©

Larchmont's guide to relaxed western living in Sacramento. Folder. NM: rev. © 1May68; KK206531.

BRONNER (FRED) CORP. ©

Matchbox models of yesteryear, sturdy die-cast metal. Card. NM: addition & revision. © 28Mar68; KK205832.

Matchless Matchbox series. Card. © 12Apr68; KK205945.

Matchless Matchbox series, sturdy die-cast metal. Card. © 28Mar68; KK205831.

Models of yesteryear, desk accessories for home and office by Matchbox. Card. © 5Apr68; KK205956.

BROOKS & PORTER, INC. ©

Chase Manhattan is the auto loan bank. On folding carton. Appl. author: Richard E. Paige. © 6Mar68; KK206324.

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And I'll see you again next month, I collect for other charities, too. Apr. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205688.

And my property extends from the middle of this elm to where my wife is standing over there. Feb. 1969 [calendar] By H. A. Roberts. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205686.

Andrew Jackson Statue, Washington, D.C. Feb. 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205705.

Bryce Canyon National Park, Utah. May-June 1969 [calendar] By Publix. Sheet. (Our country) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205700.

Cliff dwelling, Arizona. Nov. 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205714.

Constitution Avenue, Washington, D.C. Mar.-Apr. 1969 [calendar] By Kabel. Sheet. (Our country) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205699.

Cosmopolitan. [Cornucopia & other illustrations; calendar] 6 sheets. © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205703.

Covered bridge, Vermont. Sept.-Oct. 1969 [calendar] By C. H. Elmer. Sheet. (Our country) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205702.

Cypress Gardens, Florida. Jan.-Feb. 1969 [calendar] By Roberts. Sheet. (Our country) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205698.

Does the Welcome Wagon always give away elephants? June 1969 [calendar] By H. A. Roberts. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205690.

Forest falls; color photo by T. P. Lake. [Calendar] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 5Dec66; KK204482.

Gateway Arch, Missouri. Apr. 1969 [calendar] By Jack Zehrt. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205707.

Gibraltar Rock, Wisconsin. Oct. 1969 [calendar] By Phil McCafferty. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205713.

Hey, Charlie, guess what, three stewardesses just moved in next door. Mar. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205687.

Historic mission, California. Mar. 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205706.

I know, Roy, but this neighbor was having this hat party, see. Nov. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205695.

I think I'd better hang up now, Erma, I smell something burning, I think it's my husband. Oct. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205694.

Lake Wenatchee, Washington. July-Aug. 1969 [calendar] By T. P. Lake. Sheet. (Our country) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205701.

Mississippi River, Vicksburg. Mississippi. Sept. 1969 [calendar] By Publix. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205712.

Mt. Rainier, Washington. June 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205709.

New Harbor, Maine. Dec. 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205715.

No, I rather enjoy the sound of your dog barking in the night, Mr. Nagurski. May 1969 [calendar] By H. A. Roberts. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205689.

Oakleigh, Mobile, Alabama. May 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205708.

Oh, come in, we were just talking about you. July 1969 [calendar] Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205691.

Sparkling stream. Dec. 1969 [calendar] Color photo by FPG. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205697.

Swan Range, Montana. Aug. 1969 [calendar] By T. P. Lake. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205711.

United Nations Plaza, New York. July 1969 [calendar] By FPG. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205710.

We're getting up a petition to have you evicted and we need just one more signature, I wonder if you'd be so kind. Aug. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205692.

When you moved in, I suppose they didn't mention the water in the basement, huh? Sept. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205693.

Yes, wrapping a neighbor kid's Christmas bike does present certain challenges. Dec. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205696.

You mean you folks are moving, the kids too? Jan. 1969 [calendar] By Vivienne, pseud. of Vivienne Lapham. Sheet. (Toddler talk) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205685.

Zion National Park, Utah. Jan. 1969 [calendar] By Phil Benedict. Sheet. (Scenic America) © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec67; KK205704.

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Alex, the weatherman, was storming over his old cigarette, then he discovered Viceroy. (In U.S. news & world report, Dec. 18, 1967, p.4 of cover) Appl. author: Ted Bates & Co. © 11Dec67; KK204379.

A cigarette is a cigarette, is a cigarette; Kool. Polaroid snapshot, 1 pack. (In U.S. news & world report, Mar. 11, 1968) Appl. author: Ted Bates & Co., Inc. © 4Mar68; KK205839.

A cigarette is a cigarette, is a cigarette; Kool. Polaroid snapshot, 2 pack. (In U.S. news & world report, Mar. 11, 1968) Appl. author: Ted Bates & Co., Inc. © 4Mar68; KK205848.

A cigarette is a cigarette, is a cigarette; Kool. Polaroid snapshots, 1 pack. (In Ebony, Apr. 1968, p.177) Appl. author: Ted Bates & Co., Inc. © 23Mar68; KK205846.

Come up to the Kool taste; filter longs. (In The Saturday Evening Post, Oct. 7, 1967, p.3 of cover) Appl. author: Ted Bates & Co., Inc. Appl. ti.: Cable car. © 26Sep67; KK204783.

Kool filter longs are here! (In Honolulu star bulletin, Sept. 26, 1967, p.A-9) Appl. author: Ted Bates & Co., Inc. Appl. ti.: Kool filter king [sic] are here. © 26Sep67; KK204377.

- Most cigarettes I've tried taste about the same; Kool. 1 pack. (In U.S. news & world report, Apr. 8, 1968, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 1Apr68; KK205847.
- Most cigarettes I've tried taste about the same; Kool. 2 pack. (In U.S. news & world report, Apr. 8, 1968, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 1Apr68; KK205838.
- Now you can enjoy the taste of extra coolness a little bit longer; Kool filter lbgms. (In The Saturday evening post, Michigan ed., Oct. 7, 1967, p.3 of cover) Appl. author: Ted Bates & Co., Inc. © 26Sep67; KK204148.
- The only time Viceroy runs out of taste is when you run out of Viceroy. Big pack. (In Life, Mar. 8, 1968, p.68) Appl. author: Ted Bates & Co., Inc. © 4Mar68; KK205844.
- The taste lives up to the name; Kool. (In Louisville defender, Feb. 22, 1968, p.B-7) Appl. author: Ted Bates & Co., Inc. © 22Feb68; KK205841.
- We're not so hot, tasting, that is; Kool. (In Louisville defender, Feb. 15, 1968, p.A-2) Appl. author: Ted Bates & Co., Inc. © 15Feb68; KK205843.
- BROWN-FORMAN DISTILLERS CORP. ©**
At the end of a great day, the taste of a great Kentucky bourbon; it's an Old Forester kind of day. Riders on horseback in snow. (In Sports illustrated, Jan. 8, 1968, p.9) Appl. author: Gardner Advertising Co., Inc. © 4Jan68; KK205963.
- It's open season on Old Forester 86. (In San Jose mercury, Mar. 1, 1968, p.51) Appl. author: Gardner Advertising Co., Inc. © 1Mar68; KK206059.
- King announces a royal reduction; King blended whisky. (In New Jersey beverage journal, Feb. 1968, p.50) Appl. author: Gardner Advertising Co., Inc. © 1Feb68; KK205749.
- Make it an Old Forester kind of party. (In Chicago daily defender, Dec. 7, 1967, p.26) Appl. author: Gardner Advertising Co., Inc. © 7Dec67; KK205012.
- An Old Forester kind of day is a day at the fair, and a night on the town. (In San Antonio light, Apr. 4, 1968, p.26) Appl. author: Gardner Advertising Co., Inc. © 4Apr68; KK206152.
- An Old Forester kind of day is when good foes get together and good friends get to watch; January 14, The Super Bowl. (In St. Louis post dispatch, Jan. 10, 1968, p.1E) Appl. author: Gardner Advertising Co., Inc. © 10Jan68; KK205016.
- An Old Forester kind of day is when Seattle welcomes the 31st NABCA Conference. (In The Seattle times, May 20, 1968, p.B) Appl. author: Gardner Advertising Co., Inc. © 20May68; KK206615.
- An Old Forester kind of day is when the crowd flows in for Mardi Gras. (In New Orleans states item, Feb. 23, 1968, p.19) Appl. author: Gardner Advertising Co., Inc. © 23Feb68; KK205617.
- An Old Forester kind of day is when you pick a favorite in the Derby and bring home a winner. (In The Morning telegraph, Kentucky Derby ed., May 4, 1968, p.D30)
- Appl. author: Gardner Advertising Co., Inc. © 4May68; KK206246.
- BRUCE (E. L.) CO., INC. ©**
New Bruce Self-Stik floor tile. Folder. © 10May68; KK206253.
- BRULIN & CO., INC. ©**
Industrial cleaners and solvents. 8 p. NM: additions. © 27Feb68; KK205127.
This door provides fire protection, keep it closed. Sheet. © 25Apr68; KK205987.
- BRYANT GRINDER CORP. ©**
Bryant 1968. [Calendar] 1 v. NM: addition. © 8Nov67; KK204361.
- BUB PRODUCTS CO., INC. ©**
Bub, bubbles children and adults clean; net wt. 12 oz. avop. On folding carton. Appl. author: McKinley H. Sauer. © 29Nov67; KK206434.
- BUDD, RICHARD W.**
Her sizes; Drainz really drains. Card. © Dick Budd (Richard W. Budd); 27Dec67; KK205305.
- BUDGET RENT-A-CAR CORP. OF AMERICA. ©**
Has anything been done to cut the cost of renting a car? Yes, me. (In The Wall Street journal, Jan. 30, 1968, p.6) © 30Jan68; KK206001.
Our '68 Impalas are just like theirs, so how can we rent you one for 15%-40% less? (In The National observer, Jan. 22, 1968, p.3) © 22Jan68; KK206002.
Tear out this coupon, save 15%-40% renting dramatic, daringly new '68 Chevrolet Impalas. (In Saturday review, Jan. 13, 1968, p.28) © Budget Rent-A-Car Corp.; 13Jan68; KK205418.
Vacation free, price cutter. (In Mainliner, Sept. 1967) © 15Aug67; KK205419.
You can't get there any faster, safer or more comfortably, only cheaper. (In Holiday Inn magazine, Jan. 1968, p.10) © 1Jan68; KK205417.
- BUDRICH CO. ©**
Op-Tites stop glasses slipping. [Person wearing glasses encircled by an O, looking down at words] Card. Appl. authors: Bud & Evelyn H. Eminger - Budrich Co. © 20Oct67; KK204503.
- BULOVA WATCH CO., INC. ©**
The Accutron tuning fork, the power behind our anti-tick movement. (In Philharmonic hall, Apr. 1968, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar68; KK206199.
Our supreme achievement, a watch that doesn't tick; Accutron. (In Playboy, Apr. 1968, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar68; KK205773.
That eternal ticking can drive your watch cuckoo; Accutron by Bulova. (In Sports illustrated, Apr. 26, 1968, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr68; KK206385.
When you give her a diamond watch, give her a diamond watch. (In Atlantic monthly, Dec. 1967, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 27Nov67; KK205754.
You probably wouldn't believe us if we told you that a \$10.95 Caravelle is a better watch than a \$10.95 Timex. (In Life, May 10, 1968, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 7May68; KK206386.
You probably wouldn't believe us if we told you that a \$10.95 Caravelle is a better watch than a \$10.95
- Timex. (In The Reader's digest, May 1968, p.257) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr68; KK206198.
- BUNN (B. H.) CO. ©**
Bunntyco mobile showroom. [Envelope] Appl. author: Robertson Advertising, Inc. © 29Mar68; KK206106.
- BUNTIN & ASSOCIATES, INC. ©**
Thinking about savings advantages, like our big, safe 4 1/2% per annum. (In Chattanooga news-free press, Jan. 2, 1968, p.12) Appl. author: Sinclair Buntin. © 2Jan68; KK205613.
- BUSSARD (R. D.) & SON, INC. ©**
Pocketing weight comparison chart. Sheet. © 29Mar68; KK205583.
- BUTTON WORLD MANUFACTURING, INC. ©**
Button craft; no.819. On box. © 8Jan68; KK204243.
Here are those crazy Kooky Tattoos; no.820. [Lid] © Button World Mfg., Inc.; 9Feb68; KK205198.
- BY-BUK CO. ©**
Printed circuit drafting aids; catalog no.P-45. 17 p. NM: additions. © 8Nov67; KK205381.

C

- C. & F. PRODUCTS, INC. ©**
A real high dream specs. Card. Appl. author: Steve Hom. © 31Jan68; KK205076.
- CALGON CORP. ©**
Anion exchange method for solids in boiler water test units K0056, K0057 and K0097; bulletin 17-16. Sheet. © 12Jul67; KK204287.
Burolock; bulletin 10-27. Sheet. © 18Jan68 (in notice: 1967); KK204516.
CL-35 corrosion inhibitor; bulletin 11-33. Sheet. © 14Aug67; KK204283.
CL-68 corrosion inhibitor; bulletin 11-31. Sheet. © 20Oct67; KK204282.
CL-70 corrosion and scale inhibitor; bulletin 11-34. Sheet. © 20Mar68; KK205457.
Calgon fuel conditioners help fuel oils burn cleaner, more efficiently; bulletin 10-17. Folder. © 29Nov67; KK204274.
Cat-Floc; bulletin 12-24. Sheet. © 14Sep67; KK204289.
Chemical timer assembly CT-2. Sheet. (Chemonitor accessories bulletin no.B-5-048) © 1Feb68; KK204690.
Chemical timer assembly CT-3. Sheet. (Chemonitor accessories bulletin no.B-5-049) © 1Feb68; KK204691.
Chemical timer assembly CT-4. Sheet. (Chemonitor accessories bulletin no.B-5-050) © 1Feb68; KK204692.
Chemical timer assembly CT-5. Sheet. (Chemonitor accessories bulletin no.B-5-051) © 1Feb68; KK204693.
Chemical timer CT-1. Sheet. (Chemonitor accessories bulletin no.B-5-047) © 1Feb68; KK204689.
Chemonitor CF-1 chemical feeder; bulletin B-4-046. Folder. © 22Dec67; KK204273.
Chemonitor custom feed systems; bulletin B-5-026a. Folder. © 18Jan68 (in notice: 1967); KK204518.
Chemonitor feeders, models DP-5 & DP-6; bulletin no.B-5-025a. Folder. © 18Jan68 (in notice: 1967); KK204519.

CALGON CORP.-Con.

- Chemonitor MA series linear conductivity analyzers; bulletin B-5-029a. Folder. © 23Feb67; KK204280.
- Chemonitor NP-1 chemical feeder; bulletin B-5-023a. © 25Jan68 (in notice: 1967); KK204515.
- Chemonitor NP-2 chemical feeder; bulletin B-5-024a. Folder. © 25Jan68 (in notice: 1967); KK204521.
- Chemonitor pF fluoride analyzer; bulletin B-5-054. Folder. © 4Apr68; KK206877.
- Chemonitor SD and DD chemical pumps; bulletin no.B-5-005a. Folder. © 15Feb68; KK205460.
- Coagulant Aid 18; bulletin no.12-29. Sheet. © 8Mar68; KK205458.
- Coagulant aid 27; bulletin 12-26. Sheet. © 22Dec67; KK204276.
- Coagulant aid 235; bulletin 12-28. Sheet. © 12Dec67; KK204277.
- Coagulant aids 226, 227 and 228; bulletin 12-23a. Sheet. © 22Dec67; KK204275.
- Colorimetric chromat test units K0077, K0078; bulletin 17-14. Sheet. © 12Jul67; KK204285.
- Condensate corrosion inhibitors control corrosion in steam condensate systems; bulletin 10-26. Folder. © 29Jan68; KK205456.
- D-222 coagulant. Sheet. © 6Jun68; KK206879.
- Granular carbon adsorption-filtration system purifies water at Del City, Oklahoma. 7 p. © 18Oct67; KK204279.
- Hagatreat no.168; bulletin 11-32. © 14Aug67; KK204284.
- NL-100 neutralizing corrosion inhibitor; bulletin 10-23. Sheet. © 17Jul67; KK204281.
- P-3, P-4, OP-3 and OP-4 chemical feeders; bulletin no.B-5-053. Folder. © 20Mar68; KK205459.
- The prettiest dishes in America use Calgonite. [Endorsed by Deborah Griffith] (In The Pittsburgh press, May 10, 1968, p.21) © 10May68; KK206370.
- S-31 squeeze treatment prevents scale formation in downhole and wellbore area; bulletin 14-47. Sheet. © 25Jan68 (in notice: 1967); KK204517.
- ST-270 sludge conditioner; bulletin 12-27. Sheet. © 21Nov67; KK204286.
- Silock. Sheet. (Calgon chemical product bulletin, 10-25) © 2Feb68 (in notice: 1967); KK204688.
- Titration Trichelock test unit K0113; bulletin 17-17. Sheet. © 7Nov67; KK204288.
- Total dissolved solids controller Chemonitor TDS; bulletin B-5-011. Folder. © 9Feb68; KK205461.
- Trichelock; bulletin 10-28. Sheet. © 23Jan68 (in notice: 1967); KK204520.
- Unadjusted Calgon sodium hexameta-phosphate; bulletin 11-7a. Sheet. © 17Oct67; KK204278.
- X-3, X-13 and X-33 oxygen corrosion inhibitors. Sheet. © 31May68; KK206878.

CALIFORNIA BANKCARD ASSN. ©

Master Charge, the interbank card. © 20Jul67; KK206172.

CALIFORNIA GRAPEFRUIT ADVISORY BOARD. © California's famous marsh white coachella grapefruit; net wt. 8 lbs. On bag. Appl. author: Botsford, Constantine & McCarty. © 12Dec67; KK204217.

CALIFORNIA RAISIN ADVISORY BOARD. © California raisins. On folding carton. © 21Dec67; KK204467.

CALL'S DEALER SERVICE. ©

Ford technical service bulletins, all new index. Folder. © 10Jul67; KK205107.

CALVERT DISTILLERS CO. ©

It pussyfoots, Calvert Extra, the soft whiskey. (In Life, Apr. 5, 1968, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr68; KK205883.

CAMP TRAILS. ©

Two-man nylon backpacker tent. Folder. Appl. author: Jack C. Abert. © 8Feb68; KK204893.

CANTON REDWOOD YARD, INC. ©

Book of redwood fences; 1968. Folder. NM: revision. © 27Feb68; KK205077.

CAPEZIO, INC. ©

The 80th anniversary issue featuring Capezio shoes, leotards and tights for dance, theatre and recreation for 1967-1968. © 20Jul67; KK206762.

The 1968-1969 issue featuring Capezio shoes, leotards and tights for dance, theatre and recreation. 17 p. © 14Jun68; KK206761.

CAPITAL PANTS CO. ©

Permanent press No-iron. Card. © 15Nov67; KK206475.

CARNATION CO. ©

Chef-Mate chili with beans; net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206063.

Chef-Mate chili without beans; net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206065.

Chef-Mate corned beef hash; net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206064.

Chef-Mate golden cheese sauce; net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206061.

Chef-Mate macaroni and cheese, net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206066.

Chef-Mate Sloppy Joe barbecue sauce with beef; net wt. 6 lbs. 10 oz. Sticker. © 1Mar67; KK206062.

CAROL CABLE CO. ©

Control circuits end up better with Carol portable control cable on the job. (In Electrical wholesaling, Jan. 1968, p.1) © 1Jan68; KK204496.

CARR SPEIRS DIVISION, PRENTICE-HALL. See PRENTICE-HALL. CARR SPEIRS.

CARRIER CORP. SPECTROL ELECTRONICS CORP. See SPECTROL ELECTRONICS CORP.

CARTER, WILLIAM L. ©

Figure control computer, controls weight. Sticker. © 20Nov67; KK204368.

CARTOONS-OF-THE-MONTH. ©

Cartoons-of-the-month, no.A-55--A-72. 1 v. © 15Jun68; KK206718.

CATERPILLER TRACTOR CO. ©

General parts sales and service promotion Caterpillar selling bulletin; D4-933 track links now with deep hardening steel. Sheet. © 13Feb68; KK205423.

Here, batteries of Caterpillar quality. Folder. © 4Dec67; KK204737.

Now, a curved cutting edge that lasts up to 3 times longer, guaranteed not to break. Folder. © 20Feb68; KK205424.

Now there's a cutting edge you won't break, it's guaranteed; DH-2 steel. Folder. © 10Jan68; KK206018.

Quality D4-933, 6.75" pitch, under-carriage. 7 p. © 25Apr68; KK206526.

Quality lube-oil filter elements. Sheet. © 11Dec67; KK204736.

Quality maintenance aids; Loctite sealant. Sheet. © 2Jan68 (in notice: 1967); KK206120.

CAVALIER PUB. CORP. ©

Best of the Peninsula; first issue, spring-summer 1968. Sheet. Appl. author: Doris Griffin. © 25Apr68; KK206662.

CE-BET TACKLE CO. ©

Professional snelling method; no tools required. Sheet. © 28Dec67; KK206889.

CELSI, LAWRENCE G. See LEOPARD RECORDS.

CERTIF-A-GIFT CO. ©

A gift for you. Card. © 11Mar68; KK205999.

CHANCE (A. B.) CO. ©

Steel street lighting standards; SL1000. 26 p. (In Steel street lighting standards, Jan. 1968) Appl. author: John Edward Barker. © 10Jan68; KK206242.

CHART RECORDS, INC. ©

Mr. Nashville sound; Lloyd Green; CHM-1006. Record sleeve. © 30Apr68; KK206819.

Promises, promises; Lynn Anderson; CHM-1004. Record sleeve. © 2Jan68; KK204870.

Truck drivin' cat with nine wives; Jim Nesbitt; CHM-1005. Record sleeve. © 31Jan68; KK204949.

CHATHAM BLANKETS. ©

The Dacron skinny blanket, you'll never again have to put a dirty blanket over clean sheets. (In The Ladies' home journal, Nov. 1967, p.45) Appl. author: Chirurg & Cairns, Inc. © 31Oct67; KK205260.

The skinny blanket has earned the Good housekeeping seal. (In Good housekeeping, Nov. 1967, p.77) Appl. author: Chirurg & Cairns, Inc. © 19Oct67; KK206024.

The skinny blanket may last longer than the bed you put it on. (In Better homes and gardens, Nov. 1967, p.153) Appl. author: Chirurg & Cairns, Inc. © 17Oct67; KK206025.

The skinny blanket, you don't have to hide it under a bedspread. (In House & garden, Nov. 1967, p.96) Appl. author: Chirurg & Cairns. © 18Oct67; KK205259.

The skinny, is it a blanket or a coverlet? (In House beautiful, Nov. 1967, p.153) Appl. author: Chirurg & Cairns. © 20Oct67; KK205060.

CHEMEX CORP. ©

This package contains 100 blanks of Halfmoon Chemex-Bonded filter paper. Card. © 23Feb68; KK205680.

CHEMTRONICS, INC. ©

Tun-O-Wash, tuner degreaser; no.2400; net wt. 24 oz. Sticker. © 5Jun68; KK206701.

CHESAPEAKE & OHIO RAILWAY CO. ©

Chessie calendar and appointments; 1968. 1 v. NM: addition. © 5Dec67; KK205061.

- CHESEBROUGH-PONDS, INC. ©**
Vaseline white petroleum jelly; plastic nursery jar. Appl. ti.: illustrated jar, Jack & Jill nursery rhyme. © 28Nov67; KK204900.
- Vaseline white petroleum jelly; plastic nursery jar. Appl. ti.: illustrated jar, Pig went to market nursery rhyme. © 28Nov67; KK204902.
- Vaseline white petroleum jelly; plastic nursery jar. Appl. ti.: illustrated jar, The cat and the fiddle nursery rhyme. © 28Nov67; KK204903.
- Vaseline white petroleum jelly; plastic nursery jar. Appl. ti.: illustrated jar, three soldiers. © 28Nov67; KK204901.
- CHICK INNS OF AMERICA, INC. ©**
Chick Inn. 1 v. © 9Feb68; KK205891.
- CHURCH & DWIGHT CO., INC. ©**
Pin this page up in your kitchen; Arm & Hammer baking soda. (In Life, Sept. 15, 1967, p.27) Appl. author: Ross Roy of New York, Inc. © 11Sep67; KK205096.
- Soothe the children's summer; Arm & Hammer baking soda. (In May fair, May 11 - May 12, 1967, p.35) Appl. author: Ross Roy, Inc. © 11May67; KK205126.
- CHURCHILL'S ENTERPRISES, INC. ©**
Break the dull steak house habit; Cattle Baron. (In New York post, Apr. 4, 1968, p.55) © 4Apr68; KK206683.
- CLAIROL, INC. ©**
Beautiful hair, a man can get lost in it; Condition. (In Life, Nov. 24, 1967, p.16) Appl. author: Foote, Cone & Belding. © 20Nov67; KK204485.
- A beautiful thing happens with the quiet one, new Color Rinse & Conditioner. (In Redbook, Nov. 1967, p.R-14--R-15) Appl. author: Foote, Cone & Belding. © 19Oct67; KK204409.
- The beauty-gift of the year, Clairol's new Kindness instant hairsetter. (In Salon owner, Oct. 1967, p.46-47) Appl. author: Foote, Cone & Belding. © 15Sep67; KK204404.
- Before you know, you forget you're not really a blonde; Naturally Blonde. (In Ladies' home journal, Dec. 1967, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov67; KK204383.
- The between touch-up coloring treatment, Clairol Picture Perfect instant color rinse. (In Salon owner, Nov. 1967, p.30-31) Appl. author: Foote, Cone & Belding. © 15Oct67; KK204405.
- Check your entry card, it may be worth \$25,000 in the Clairol natural look sweepstakes. (In Good housekeeping, July 1967, p.8-9 & entry card) Appl. author: Foote, Cone & Belding. © 20Jun67; KK204927.
- Clairol cosmetics introduces the very first eye make-up collection ever created in shades just for blondes. (In Cosmetics fair, Sept. 1967, p.2 of cover-3) Appl. author: Foote, Cone & Belding. © 1Sep67; KK204396.
- Clairol introduces the instant hair-do; Kindness instant hairsetter. (In Good housekeeping, Aug. 1967, p.3) Appl. author: Foote, Cone & Belding. © 20Jul67; KK204407.
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- Clever Christmas strategy, give her the Carmen instant hairsetter; Carmen II. (In The New Yorker, Dec. 9, 1967, p.139) Appl. author: Foote, Cone & Belding. © 7Dec67; KK204924.
- Colossal return to the silver scene, the Platinum Frosts. (In Glamour, Feb. 1968, p.126) Appl. author: Foote, Cone & Belding. © 20Jan68; KK205405.
- Come with Clairol to the land of the Midnight Sun, discover the shampoo lightener. (In Seventeen, June 1968, p.4-5) Appl. author: Norman, Craig & Kummel. © 30May68; KK206716.
- Do blondes have more fun? (In TV guide, Aug. 21-Sept. 1, 1967, p.A-44) Appl. author: Foote, Cone & Belding. © 23Aug67; KK204423.
- Does a fast blonde make you nervous; Natural Blonde. (In Modern beauty shop, Jan. 1968, p.38-39) Appl. author: Doyle Dane Bernbach, Inc. © 28Dec67 (in notice: 1968); KK205097.
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- Free, Loving Care hair color lotion. (In The Commercial appeal mid-south magazine, Feb. 18, 1968, p.16-17) Appl. author: Foote, Cone & Belding. © 18Feb68; KK206345.
- Free, private preview kit from Loving Care. (In The Commercial appeal mid-south magazine, Feb. 18, 1968, p.16-17) Appl. author: Foote, Cone & Belding. © 18Feb68; KK206346.
- Hair color so natural only her hairdresser knows for sure. (In The Reader's digest, Aug. 1967, p.2 & 3 of cover & gatefold) Appl. author: Foote, Cone & Belding. © 25Jul67; KK204926.
- How do you keep a beautiful brunette true? Colorfast shampoo. (In Mademoiselle, Mar. 1968, p.46) Appl. author: Foote, Cone & Belding. © 29Feb68; KK205144.
- How to become a rich brunette; Miss Clairol Sunlit Brown. (In Cosmetics fair, Nov. 1967, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Nov67; KK204394.
- If the inner you is still a wonderfully exciting creature; Loving Care. (In Ebony, Nov. 1967, p.155) Appl. author: Foote, Cone & Belding. © 19Oct67; KK204412.
- If you can't beat 'em, join 'em; Creme Toner. (In The New Yorker, April 20, 1968, p.120) Appl. author: Doyle Dane Bernbach, Inc. © 17Apr68; KK206769.
- If you like the sun in your hair, go out and buy some; Sudden Summer. (In Playboy, June 1968, p.143) Appl. author: Doyle Dane Bernbach, Inc. © 29May68; KK206768.
- Introducing Instant Condition, the fast pour-on lotion ... hair conditioner. (In Chain store age, Mar. 1968, p.6) Appl. author: Foote, Cone & Belding. © 3Mar68; KK205791.
- Introducing more Kindness for the customer who needs no more introductions. (In American druggist, Jan. 1, 1968, p.8-9) Appl. author: Doyle Dane Bernbach, Inc. © 28Dec67 (in notice: 1968); KK205098.
- Introducing the California Girl from anyplace. (In Teen, May 1968, p.2 of cover & gatefold) Appl. author: Foote, Cone & Belding. © 8Apr68; KK205789.
- Is your mother still getting caught in curlers? Shame on you, treat her with Kindness, instant hairsetter from Clairol. Illus. signed: Peter Arno. (In Look, May 14, 1968, p.1) Appl. author: Foote, Cone & Belding. © 30Apr68; KK206340.
- It could be the last night you sleep with a headful of curlers; Kindness instant hairsetter. (In Teen, Dec. 1967, p.1) Appl. author: Foote, Cone & Belding. © 6Nov67; KK204406.
- New Clairol De-Fine styling lotion, two custom formulas to hold any set, anywhere. (In Beauty trade, Oct. 1967, p.4 of cover) Appl. author: Foote, Cone & Belding. © 29Sep67; KK204395.
- New Clairol de-fine styling lotion, two custom formulas to hold any set, anywhere. (In Beauty world, Sept. 1967, p.8-9) Appl. author: Foote, Cone & Belding. © 1Sep67; KK205795.
- New face in town, California Girl; for the look of the good life by Clairol. (In Cosmetics fair, Apr. 1968, p.2 of cover & p.1) Appl. author: Foote, Cone & Belding. © 1Apr68; KK206337.
- New product supplement; new Clairol de-fine styling lotion. (In Modern beauty shop, Sept. 1967, p.55-62) Appl. author: Foote, Cone & Belding. © 15Aug67; KK204930.
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- O barefoot girl with chic of tan, or is it Clairol Summer Soft-Blush duo? (In Redbook, June 1967, p.46) Appl. author: Foote, Cone & Belding. © 18May67; KK204408.
- The 100 minute blonde. (In American hairdresser, Feb. 1968, p.12-13) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan68; KK205777.
- Pour on professional haircoloring with new Clairol Radiantly Red. (In Beauty world, Nov. 1967, p.12-13) Appl. author: Foote, Cone & Belding. © 1Nov67; KK205794.
- The pretty pink mouth by Clairol. (In Redbook, May 1968, p.2-3) Appl. author: Foote, Cone & Belding. © 18Apr68; KK206085.
- Say The Sun Did It; Summer Blonde. (In Teen, May 1968, p.10-11) Appl. author: Foote, Cone & Belding. © 8Apr68; KK206086.
- Say The Sun Did It; Summer Blonde. (In Teen, June 1968, p.10-11) Appl. author: Foote, Cone & Belding. © 6May68; KK206087.
- Steal a little thunder from a blonde; new, Frost & Tip by Clairol. (In

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CLAIROL, INC.—Con.

Ladies' home journal, May 1968, between p.124-125) Appl. author: Foote, Cone & Belding. © 30Apr68; KK206339.

These 100 barbers will color your gray hair with Great Day, free. (In The Miami news, Jan. 23, 1968, p.4A-5A) Appl. author: Doyle Dane Bernbach, Inc. © 23Jan68; KK205778.

Turn on the funlights, Clairol creates the first high fashion frost-it-yourself kit; Frost & Tip. (In Redbook, Dec. 1967, p.R6-R7) Appl. author: Foote, Cone & Belding. © 20Nov67; KK204932.

The two new soft, soft Miss Clairol browns; Sunlit Brown & Moongold. (In Modern beauty shop, Oct. 1967, p.36-37) Appl. author: Foote, Cone & Belding. © 25Sep67; KK204400.

2 new ways to keep rolling with Kindness instant hairsetters; Kindness 20. (In Chain store age, Apr. 1968, p.35) Appl. author: Foote, Cone & Belding. © 3Apr68; KK206342.

The voluptuous curls with U.N.C.U.R.L. Uncurl. (In Seventeen, Feb. 1968, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan68; KK205100.

What a beautiful way to be your age, instant come alive gray. (In The Reader's Digest, May 1968, p.251) Appl. author: Norman, Craig & Kummel, Inc. © 25Apr68; KK206638.

What kind of a blonde are you? Picture Perfect instant color rinse. (In Mademoiselle, June 1968, p.77) Appl. author: Norman, Craig & Kummel, Inc. © 28May68; KK206640.

What's you? Born Blonde. (In McCall's, Jan. 1968, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec67 (in notice: 1968); KK205099.

Why risk your hairdo with another woman's conditioner. Now, your personalized Custom-Care conditioner. (In Vogue, June 1968, p.64) Appl. author: Foote, Cone & Belding. © 28May68; KK206348.

CLARION DIVISION, WARNER LAMBERT. See WARNER LAMBERT. CLARION DIVISION.

CLARK, JEWEL LOURUTEENA. © Stylrest pillow. Sticker. © 19Oct67; KK204502.

CLASSIC PRODUCTS CO. © Panel wax for wood paneling; net weight 13 oz. Sticker. © 14Dec67; KK205334.

CLIMALENE CO. © Softene bath oil pearls; net weight 16 oz. Sticker. Appl. author: David L. Rosborough. © 1Mar68; KK205335.

CLOROX CO. ©

Clorox needed because. (In Better homes & gardens, Feb. 1968, p.7) Appl. author: Honig-Cooper & Harrington. © 1Feb68; KK204719.

Clorox needed because. (In Ladies' home journal, May 1968, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1May68; KK206167.

Hooray for bleachable colors, wash'em with Clorox, same as whites! (In Good housekeeping, May 1968, p.235b) Appl. author: Honig-Cooper & Harrington. © 1May68; KK206054.

Maytag's bleach dispenser and Clorox, they work together, automatically; bleach. (In San Francisco examiner, California living, Mar. 24, 1968, p.27) Appl. author: Honig-Cooper & Harrington. © 24Mar68; KK205605.

CLUB RIVERSIDE, INC. ©

Approchettes, watercheestnuts wrapped in bacon; net wt. 6 oz. min. [Lid] © 14Jun67; KK205007.

COBIA (B. L.) INC. ©

Another exotic plant by Cobia. On bag. © 16Mar68; KK206029.

Hindu Rope and Krismom Queen; highest quality plants. Sheet. © 8Mar68; KK205734.

Krismom Queen; from the garden of the leprechauns. Card. © 7Mar68; KK205740.

Lura-Lei, living lei creations by Cobia. [Polynesian woman holding potted plant] Card. © 17Apr68; KK206030.

COCA-COLA CO. ©

Bartender's guide. 1 v. © 1May68; KK206657.

The blizzard girls are coming with Fresca. (In Mount Vernon news, Aug. 16, 1967, p. 9B) Appl. author: Marschalk Co., Inc. © 16Aug67; KK206781.

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The blizzard girls bring you the frosty taste of Fresca. (In Pine Bluff commercial, Aug. 1, 1967, p.3) Appl. author: Marschalk Co., Inc. © 1Aug67; KK205291.

The blizzard girls bring you the frosty taste of Fresca. (In the Montgomery advertiser, Aug. 9, 1967, p.5) Appl. author: Marschalk Co., Inc. © 9Aug67; KK206782.

Coke has the taste you never get tired of. (In Car craft, July 1967, p.4 of cover) Appl. author: McCann-Erickson. © 18Jun67; KK204762.

Coke has the taste you never get tired of. (In Car craft, Oct. 1967, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 18Sep67; KK204761.

Coke has the taste you never get tired of. (In Motor trend, Feb. 1968, p.3 of cover) © 18Dec67 (in notice: 1968); KK205139.

Coke has the taste you never get tired of. (In Motor trend magazine, Jan. 1968, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 18Dec67 (in notice: 1968); KK204773.

Coke has the taste you never get tired of. Popcorn & bottle. Poster. © 1Jan68 (in notice: 1967); KK205117.

Cold, icy, brisk, crisp, nippy ... the frosty taste of Fresca, it's a blizzard. 10¢ off coupon. (In Hartford courier, Mar. 27, 1967) NM: addition. © 27Mar67; KK205295.

Does Coca-Cola have the taste you never get tired of? [Endorsed by Shirley Hasley] (In Jet magazine, Sept. 14, 1967, p.29) Appl. author: McCann-Erickson, Inc. © 7Sep67; KK204772.

Free decorations in cartons of Coke. Santa Claus. Poster. Appl. author: McCann-Erickson, Inc. © 1Dec67; KK205116.

Fresca makes sh-sherbet sh-shiver. (In The Birmingham news, June 6, 1967, p.3) Appl. author: Marschalk Co., Inc. © 6Jun67; KK205294.

Fresca makes sh-sherbet sh-shiver. 10¢ off coupon. (In Berkshire eagle, Pittsfield, Mass., July 14, 1967, p.7) Appl. author: Marschalk Co., Inc. NM: revision. © 14Jul67; KK205292.

Fresca makes sh-sherbet sh-shiver. 20¢ off coupon. (In Anniston star, June 7, 1967, p.11B) Appl. author: Marschalk Co., Inc. NM: revision. © 7Jun67; KK205293.

The frosty taste of Fresca, it's a blizzard. (In Montgomery advertiser, Feb. 15, 1967, p.7) Appl. author: Marschalk Co., Inc. © 15Feb67; KK206780.

Get this big, cuddly blizzard dog for only \$4.99: Fresca. (In Record-Eagle, Traverse City, Mich., Apr. 30, 1968, p.10) Appl. author: Marschalk Co., Inc. © 30Apr68; KK206779.

Holidays and Coke and presents and parties. (In Teen magazine, Dec. 1967, p.7) Appl. author: McCann-Erickson, Inc. © 14Nov67; KK204771.

A million fans discover the private world of Sandy Posey. (In Car craft, Feb. 1968, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 18Dec67 (in notice: 1968); KK204764.

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Seven London mods gone thirties mad! (In Teen magazine, Aug. 1967, p.27) Appl. author: McCann-Erickson, Inc. © 10Jul67; KK204765.

The smile that won a trip to New York. (In Co-ed, Jan. 1968, p.2 of cover) Appl. author: McCann-Erickson. © 20Dec67; KK205811.

We'll trim the tree, free. (In True story, Dec. 1967, p.75) Appl. author: McCann-Erickson, Inc. © 8Nov67; KK204766.

You'll enjoy the frosty taste of Fresca. (In St. Petersburg times, Mar. 9, 1967, p.7-e) Appl. author: Marschalk Co., Inc. © 9Mar67; KK206777.

COCA-COLA CO. DUNCAN FOODS CO. DIVISION. See DUNCAN FOODS CO.

COCA-COLA CO. FOODS DIVISION. ©

You oughta be in Hollywood; Butter-Nut coffee star sweepstakes. (In Woman's day, Mar. 1968, p.97) Appl. author: Tatham-Laird & Kudner, Inc. © 20Feb68; KK205342.

COCHRAN, K. B. See LIBIDO PLUS.

COLGATE PALMOLIVE CO. ©

Anyway you slice it, it's a whole new kick in shaving; new Rapid-Shave Lime. (In San Francisco chronicle examiner, Dec. 10, 1967) Appl. author: Ted Bates & Co., Inc. Appl. ti.: Adam & Eve. © 10Dec67; KK204376.

Does your spray starch clog? Pruf won't. (In Better homes & gardens, Jan. 1968, p.18) Appl. author: Ted Bates & Co., Inc. © 15Dec67; KK205287.

Free Cantreze nylons. Action chlorine bleach; Baggies. (In McCall's, May 1968, p.127) Appl. author: Ted Bates & Co., Inc. © 24Apr68; KK206137.

It's a whole new kick in shaving; Rapid-Shave. (In Mercury news, San Jose, Calif., Feb. 18, 1968) Appl. author: Ted Bates & Co., Inc. Appl. ti.: Psychologist. © 18Feb68; KK205845.

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- It's inevitable, someday you're going to spill chlorine bleach on something expensive; Action. (In American home, Jan.-Feb. 1968, p.31) Appl. author: Ted Bates & Co., Inc. © 28Dec67 (in notice: 1968); KK205286.
- It's inevitable, someday you're going to spill chlorine bleach on something expensive; Action. (In House & garden, Feb. 1968, p.39) Appl. author: Ted Bates & Co., Inc. NM: additions. © 17Jan68; KK205285.
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- New Colgate with MFP fights new cavities a lot better. (In Look magazine, Nov. 28, 1967, p.M12) Appl. author: Ted Bates & Co., Inc. © 14Nov67; KK204378.
- Remember the day you spilled the bleach? Action. (In McCall's, May 1968, p.139) Appl. author: Ted Bates & Co., Inc. © 24Apr68; KK206136.
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- COLGATE-PALMOLIVE CO. EDISON (S. M.) CO., INC. SUBSIDIARY. See EDISON (S. M.) CO., INC.
- COLGEMS RECORDS, INC. ©
The birds, the bees & the Monkees; COM-109. Records sleeve. © 1Apr68; KK206581.
- Guess who's coming to dinner; COS-108. Record sleeve. NM: textual material. © 31Jan68; KK204947.
- Music from the film score In cold blood; COM-107. Record sleeve. NM: textual material. © 31Jan68; KK204941.
- COLLEGE HALL FASHIONS, INC.
The shoulders of fortune; natural shoulder suits and sport coats by College Hall. (In Gentlemen's quarterly, Mar. 1968, p.23) © College Hall (in notice: College Hall Fashions); 20Feb68; KK206173.
- COLONEL CAPPS, INC. ©
Sarsaparilla, the soft drink that won the West; contents 12 fl. oz. net. Sticker. © 15Oct67; KK204309.
- COLONIAL PAY SYSTEMS.
Day-by-day planning calendar, 1968. 1 v. Appl. author: Hyman Brechner. NM: rearrangement. © Colonial Pay Systems, a subsidiary of Colonial Salesbook Corp.; 1Nov67; KK205152.
- COLORADO INTERSTATE GAS CO. ©
Every time I come back to Colorado I think, where have I been all my life? [Endorsed by Charles Goren] (In The Wall Street journal, Apr. 25, 1968, p.11) Appl. author: Bozell & Jacobs, Inc. © 25Apr68; KK206032.
- I always look forward to a trip to Colorado, Arthur Godfrey. (In The Wall Street journal, Jan. 25, 1968, p.9) Appl. author: Bozell & Jacobs, Inc. © 25Jan68; KK204809.
- I think the people of Colorado are a little bit taller and healthier than anybody else in America, Norman Rockwell. (In The Wall Street journal, Feb. 29, 1968, p.9) Appl. author: Bozell & Jacobs, Inc. © 29Feb68; KK205332.
- In Colorado, I learned more than I taught. [Endorsed by] James Michener. (In The Wall Street journal, Mar. 28, 1968, p.13) Appl. author: Bozell & Jacobs, Inc. © 28Mar68; KK205718.
- We're playing Denver in '68. [Endorsed by] Guy Lombardo (In The Wall Street journal, Dec. 28, 1967, p.7) Appl. author: Bozell & Jacobs, Inc. © 28Dec67; KK204363.
- COLORTILE OF COLORADO, INC. ©
Colortile special, first step wall to wall cushion carpet. (In Joliet herald-news, Apr. 7, 1968) © 7Apr68; KK205992.
- See, Colortile has everything in carpet, tile & linoleum. (In Joliet herald-news, Mar. 17, 1968, p.A-12) © 17Mar68; KK205989.
- Specialty carpets from Colortile. (In Joliet herald-news, Mar. 7, 1968) © 7Mar68; KK205990.
- Wall-to-wall cushion carpet, carpet-it-yourself & save. (In Joliet herald-news, Mar. 31, 1968, p.12-B) © 31Mar68; KK205991.
- Yes, Colortile is your one stop floor store. (In Joliet herald-news, Mar. 24, 1968) © 24Mar68; KK205988.
- You're invited to open house at Colortile. (In Joliet herald-news, Feb. 22, 1968, p.24) © 22Feb68; KK205993.
- COLTON CO. DIVISION, SUBSIDIARY. See GILLETTE CO. COLTON CO. DIVISION.
- COMMONWEALTH EDISON CO. ©
The great escape sweepstakes; win a free self cleaning electric range. (In Chicago sun-times, Mar. 28, 1968, p.32) © 28Mar68; KK205785.
- CON-STAN INDUSTRIES, INC. ©
Nutri-Metics for a more lovelier you. 1 v. © 25Sep67; KK204860.
- CONARD-PYLE CO. ©
Roses of distinction from the House of Star Roses. Sheet. NM: addition. © 15Apr68; KK205932.
- CONCRETE MASONRY CORP. ©
This is a hold-up, CMC plastic chairs hold-up and position wire mesh and rebar. Folder. Appl. author: T. L. Goudvis. © 19Mar68; KK205426.
- CONCRETE WELD CO.
Zack-O-Mix, the key to easy repairs, sold coast to coast. Sheet. © Concrete Weld Co. solely owned by Fay H. Edgerly; 11Jul67; KK205136.
- CONGOLEUM-NAIRN, INC. ©
The Kid-Cushioned floor. (In Better homes and gardens, Apr. 1968, p.34-35) Appl. author: J. Walter Thompson Co. © 25Mar68; KK206129.
- The Kid-Cushioned floor. (In House & garden, Apr. 1968, p.3 of cover) © 18Mar68; KK205620.
- The Kid-Cushioned floor helps you sell homes faster. (In Professional builder, Apr. 1968, p.162 & p.3 of cover) © 1Apr68; KK205966.
- The Kid-Cushioned floor, it's a beauty. (In American home, Apr. 1968, p.18-19) © 18Mar68; KK205619.
- CONNECTICUT SAVINGS BANK OF NEW HAVEN. ©
Can you really afford the delay? Sheet. © 27Sep67; KK204366.
- If this happened to you. Sheet. © 27Sep67; KK204365.
- Why only \$5,000 in Connecticut, low cost savings bank life insurance. Folder. © 31Oct67; KK204367.
- CONTINENTAL ASSURANCE CO. ©
Taxes too high already? You don't want to work for us. (In Mid-America, Nov. 1967, p.25) Appl. author: MacManus, John & Adams, Inc. © 1Nov67; KK204124.
- Unlimited time offer. (In Best's insurance news, life ed., Nov. 1967, p.2 of cover) Appl. author: Mac Manus, John & Adams, Inc. © 1Nov67; KK204262.
- CONTRACT DIVISION, SEALY, INC. See SEALY, INC. CONTRACT DIVISION.
- COOPER'S, INC. ©
Jockey Life tapered slim guy racer; Style W 87. On bag. © 5Jun68; KK206766.
- Ultra II, fine underwear for gentlemen by Jockey menswear. On box. © 16Apr68; KK206010.
- COTT CORP. ©
Cott announces the first low-caffeine cola; LoCafeen. (In New Haven register, Feb. 8, 1968, p.28) © 8Feb68; KK205522.
- COTY.
Scratch, then sniff; Imprevu. (In McCall's, Oct. 1967, p.49) © Coty, division of Chas. Pfizer & Co., Inc.; 21Sep67; KK205724.
- COVENTRY (SARAH) INC. ©
A bouquet of birthday flowers, Sarah's delicately sculptured flower of the month pins. (In Vogue, May 1968, p.274) Appl. author: Rumrill-Hoyt, Inc. © 1May68; KK206552.
- Carousel; jewelry. (In Cosmopolitan, Feb. 1968, p.38) Appl. author: Rumrill-Hoyt, Inc. © 23Jan68; KK204586.
- Heirloom treasures, simulated emeralds and pearls. (In Glamour, June 1968, p.78) Appl. author: Rumrill-Hoyt, Inc. © 20May68; KK206551.
- Kathy Lennon sings out with Sarah; lovely Kathy Lennon ... sparkles in Sarah's exciting Tailored Swirl pin. (In TV guide, May 18-24, 1968, p.3 of cover) Appl. author: Rumrill-Hoyt, Inc. © 15May68; KK206376.
- Ocean Star, Sarah's simulated pearls and turquoise beads set in a star. (In Redbook, Apr. 1968, p.22) Appl. author: Rumrill-Hoyt, Inc. © 21Mar68; KK206375.
- The one and only genuine original Sarah Coventry; fine fashion jewelry. [Endorsed by Janet Blair] (In McCall's, June 1968, p.110) Appl. author: Rumrill-Hoyt, Inc. © 21May68; KK206710.
- COX, LEE SHERIDAN.
Andy & Willie. See SARGENT, ROBERT.
- COX & TANZ. ©
Go out for a great sport, get with the lead team, your 41 Club Chevy dealers. (In The Evening bulletin, Philadelphia, Apr. 23, 1968, p.62) Appl. author: Eugene Robert Tanz. © 23Apr68; KK206430.

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COX & TANZ.-Con.

He takes the cuss out of customer, your 41 Club Chevy dealer sweetens the saltiest people. (In The Evening bulletin, Apr. 12, 1968, p.25) Appl. author: Eugene Robert Tanz. © 12Apr68; KK206104.

He's a man like you, long on ideas for the future. (In The Evening bulletin, Mar. 15, 1968, p.12) Appl. author: Eugene Robert Tanz. © 15Mar68; KK206055.

His loyalties are divided; family man, civic leader, businessman; see your Phila.-Camden-Metro Chevrolet dealer. (In Philadelphia inquirer, Feb. 5, 1968, p.7) Appl. author: Eugene Robert Tanz. © 5Feb68; KK204815.

I was down on car dealers till I met my 41 Club Chevy dealer. (In The Philadelphia inquirer, May 10, 1968, p.11) Appl. author: Eugene Robert Tanz. © 10May68; KK206429.

Welcome to the club, the Philadelphia-Camden-Metro Chevrolet Dealers announce the formation of the 41 Club. (In The Philadelphia inquirer, Jan. 28, 1968, p.8) Appl. author: Eugene Robert Tanz. © 28Jan68; KK204904.

Why does your 41 Club Chevy dealer save you more? (In Philadelphia daily news, Mar. 8, 1968, p.64) Appl. author: Eugene Robert Tanz. © 8Mar68; KK205281.

Your 41 Club Chevy dealer is a man like you. (In The Philadelphia inquirer, Apr. 9, 1968, p.34) Appl. author: Eugene Robert Tanz. © 9Apr68; KK206056.

Your 41 Club Chevy dealer is dealing big these days on Chevy II Nova. (In The Evening bulletin, Philadelphia, Mar. 6, 1968, p.64) Appl. author: Eugene Robert Tanz. © 6Mar68; KK205280.

Your 41 Club Chevy dealer is dealing big this month on Camaro. (In The Philadelphia inquirer, Feb. 12, 1968, p.27) Appl. author: Eugene Robert Tanz. © 12Feb68; KK204960.

CRAZEE-CLAYZEE CO.

Not a clay, not a dough, new Crazee-Clayzee modeling material. On folding carton. © Absorene Mfg. Co. d.b.a. Crazee-Clayzee Co.; 15Feb68; KK205874.

CREWS, DONALD. ©

Charles Richard Drew, pioneer in blood research. [Dust jacket] © 28Nov67; KK204738.

CROSS (A. T.) CO. ©

Dealer price list; effective date: Jan. 1, 1968. Sheet. Appl. author: Potter Hazlehurst, Inc. © 26Dec67; KK205030.

Decidedly feminine, distinctively Cross; classic ladies' writing instruments. (In The New Yorker, Apr. 20, 1968, p.80) Appl. author: Potter Hazlehurst, Inc. © 17Apr68; KK205995.

Decidedly feminine, distinctively Cross; complement ... with this new delicately brocaded line of Cross classic ladies' writing instruments. (In Jewelers' circular-keystone, May 1968, p.85) Appl. author: Potter Hazlehurst, Inc. © 10May68; KK206910.

CROWER CAMS & EQUIPMENT CO. ©

A. J. races to win, he relies on Crower cams. (In Hot rod magazine, May 1968, p.65) Appl. author: Robert D. Fall. © 30Apr68; KK206156.

Don Garlits says, the Crower Monarch cam for street strip cars is the best idea since the Imperial for the pros. (In Hot rod magazine, Jan. 1968, p.17) Appl. author: Robert D. Fall. © 27Dec67; KK204119.

It's win city when you go with a Crower Monarch cam; \$57.50. (In Hot rod magazine, Mar. 1968, p.111) Appl. author: Robert D. Fall. © 29Feb68; KK205193.

King of cams, Crower cars reign supreme on drag strips. (In Hot rod magazine, Apr. 1968, p.43) Appl. author: Robert D. Fall. © 28Mar68; KK205584.

King of street/strip, Crower Monarch cam. (In Hot rod magazine, Feb. 1968, p.15) Appl. author: Robert D. Fall. © 30Jan68; KK204966.

Monarch king of street/strip cams. (In Hot rod magazine, June 1968, p.19B) Appl. author: Robert D. Fall. © 28May68; KK206419.

CROWLEY'S MILK CO., INC. ©

Discover glow power, vogue orange yogurt. (In The Binghamton evening press, May 8, 1968, p.16D) Appl. author: Rumrill-Hoyt, Inc. © 8May68; KK206243.

The net game; buttermilk. (In New York news, May 26, 1968, comic section, p.15) Appl. author: Rumrill-Hoyt, Inc. © 25May68; KK206711.

Suddenly it's a party; Real Cream Topping. (In The Binghamton evening press, June 5, 1968, p.16D) Appl. author: Rumrill-Hoyt, Inc. © 5Jun68; KK206715.

CROWN ZELLERBACH CORP. ©

Newspaperability, a new word for the growing power of newspaper advertising. (In Advertising news of New York, Nov. 10, 1967, p.12-13) © 10Nov67; KK204186.

Newspaperability, who needs it. (In Advertising age, Dec. 4, 1967, p.26-27) © 4Dec67; KK204187.

CUNNINGHAM-LIMP CO. ©

Driver gets rolling faster, C/L engineers were there. (In Plant engineering, Jan. 25, 1968, p.69) Appl. author: Marcus E. Cunningham. © 25Jan68; KK205067.

A lifetime finish for KitchenAid dishwashers; C/L engineers were there. (In Plant engineering, Nov. 1967, p.203) Appl. author: Marcus E. Cunningham. © 7Nov67; KK204506.

A top ten in parade of plants; C/L engineers were there. (In Dun's review, June 1968, p.4 of cover) Appl. author: Marcus E. Cunningham. © 27May68; KK206722.

VariTyper hits the right expansion key. (In Dun's review, Apr. 1968, p.4 of cover) Appl. author: Marcus E. Cunningham. © 26Mar68; KK205783.

CUSH'N MATTIC PEN CO. ©

Luv new wild action; ballpoint. Card. © 15Apr68; KK206168.

CYPRESS GARDENS SKIS, INC. ©

How to get the most fun out of water skiing. Sheet. © 3Apr68; KK205900.

D

DAIRY QUEEN, INC. ©

The family fun game, Treat-O-Rama. Slip. © 27Mar67; KK204510.

DANIEL (JACK) DISTILLERY, LEM MOTLOW, PROP., INC. ©

The charcoal we seep Jack Daniel's through. (In The Fresno bee, Fresno, Calif., Nov. 6, 1967, p.5-B) Appl. author: Gardner Advertising Co., Inc. © 6Nov67; KK204241.

The folks who make Jack Daniel's Tennessee sippin' whiskey wish the folks who put on the Big Crosby Pro-Am continued success with your fine tournament. (In Pairing sheets 27th annual Bing Crosby National Golf, Jan. 11-13, 1968, p.4 of cover) Appl. author: Gardner Advertising Co., Inc. © 11Jan68; KK205563.

A friend from Chattanooga came across this picture of the White Rabbit; Tennessee sour mash whiskey. (In Newsweek, Oct. 30, 1967, p.91) Appl. author: Gardner Advertising Co., Inc. © 24Oct67; KK204579.

If you're coming our way anytime soon, you might like to stop by Jack Daniel's hollow for a look at an old time Tennessee art; Old no.7. (In Chicago tribune, June 17, 1967, section 2, p.5) Appl. author: Gardner Advertising Co., Inc. © 17Jun67; KK206015.

Is it the sour mash process that makes Jack Daniel's different? (In San Francisco examiner, Nov. 15, 1967, p.60) Appl. author: Gardner Advertising Co., Inc. © 15Nov67; KK205028.

We burn many hard maple ricks; Tennessee sour mash whiskey. (In Los Angeles times west, Nov. 19, 1967, p.25) Appl. author: Gardner Advertising Co., Inc. © 19Nov67; KK205024.

We're always anxious to put up the tree; Tennessee sour mash whiskey. (In Newsweek, Dec. 11, 1967, p.22) Appl. author: Gardner Advertising Co., Inc. © 5Dec67; KK204261.

What's so special about the cave spring at Jack Daniel's? (In San Francisco chronicle, Nov. 22, 1967, p.47) Appl. author: Gardner Advertising Co., Inc. © 22Nov67; KK205027.

Why do we take the time to charcoal mellow Jack Daniel's? (In San Francisco examiner, Dec. 13, 1967, p.66) Appl. author: Gardner Advertising Co., Inc. © 13Dec67; KK205029.

Why is Jack Daniel's a Tennessee whiskey and not a bourbon? (In San Francisco examiner, Oct. 11, 1967, p.54) Appl. author: Gardner Advertising Co., Inc. © 11Oct67; KK204694.

DANIELS (ROSS) INC. ©

Plant food cartridges, 9-46-15 for flowering shrubs and hedges; net weight 2 1/2 lbs. On wrapper. © 20Dec67; KK204976.

Plant food cartridges, 25-10-10 for beautiful trees; net weight 2 1/2 lbs. On wrapper. © 16Feb68 (in notice: 1967); KK204975.

Systemic insecticide; net weight 2 lbs. Sticker. © 20Dec67; KK204974.

DANIELSON & ASSOCIATES, INC. ©

Homes for Modern Living designed for total electric living. 1 v. © 15Mar68; KK206304.

DANT DISTILLERS CO. ©

J. W. Dant presents a new prime source of old Americana for glass collectors and lovers of fine bourbon. (In Antique trader, July 1, 1968, p.13) © 1Jul68; KK206850.

J. W. Dant, since 1836, 12 year old charcoal perfected whisky. (In Philadelphia bulletin, Oct. 20, 1967, p.33) © 20Oct67; KK205365.

DARE (VIRGINIA) WINE CO. © Introducing Virginia Dare's blended wines. (In McCall's, Feb. 1968, p.79) Appl. author: Helfgott & Partners, Inc. © 6Feb68; KK206659.

Virginia Dare's blended idea, the best of California and New York in a single wine. (In McCall's, Apr. 1968, p.19) Appl. author: Helfgott & Partners, Inc. © 16Apr68; KK206660.

You know about blended whiskies, now there are blended wines. Sheet. Appl. author: Helfgott & Partners, Inc. © 5Mar68; KK206661.

DAUGHTRY, ALBERT E. See ACE-HI PRODUCTS CO.

DAVIS-SHERIDAN ASSOCIATES. © Here is America's easy way to raise funds. Folder. © 9May68; KK206194.

Save \$8.00; \$8.00 savings on finest quality ultra-sheer support hose. Sheet. © 19Jun68; KK206855.

Save 50%; this certificate saves you 50% on finest quality hi-fashion hose for men. Sheet. © 19Jun68; KK206858.

Save \$6.00; this certificate saves you \$6.00 on finest quality sheer seamless mesh and regular knit nylons. Sheet. © 19Jun68; KK206859.

Save \$60.00; this beautiful 14" by 12" album. Sheet. © 19Jun68; KK206856.

Save 60%; Davis-Sheridan Associates, ... assure you of the finest quality 100% nylon Cantreco stockings. Sheet. © 19Jun68; KK206860.

Save \$3.50; this certificate saves you \$3.50 on finest quality men's support hose. Sheet. © 19Jun68; KK206857.

DEE DEE SALES CO. Crazy decorations, sticks to anything, easily removed. Folder. © Lemoyne Demarest, Jr. t.a. Dee Dee Sales Co.; 26Jul67; KK205520.

DEFEO, ANGELO, JR. © Combined grasscutter & edger. Sheet. © 1Nov67; KK204447.

DEJUR AMSCO CORP. © Grundig Stenorette Electramatic, the new and improved dictating/transcribing system and accessories; price list, effective date May 1, 1968. Sheet. © 1May68; KK206311.

Grundig Stenorette Execumatic, the new and improved dictating/transcribing system and accessories; price list, effective date May 1, 1968. Sheet. © 1May68; KK206312.

DELTA PRODUCTS. Chew rolls; no.821. Card. © Delta Products, division of Sternco Industries, Inc.; 1Dec67; KK205181.

Dog chop, a tasty treat; net wt.1 1/2 oz. avoird.; no.173. Card. © Delta Products, division of Sternco Industries, Inc.; 20Nov67; KK205182.

DEMAREST, LEMOYNE, JR. See DEE DEE SALES CO.

DENNISON MANUFACTURING CO. © Show me a copier that makes people faster and I'll show you people who make copies faster. (In Administrative management, Mar. 1968, p.27) © 1Mar68; KK205340.

DE ROCHEMONT, C. R. © For a shore thing in coastal main real estate. Sheet. © 13Apr68; KK206103.

DISCOVERY PRESS. © Announcing: a bold new breakthrough in the field of erotic literature. Sheet. © 23May68; KK206505. The encyclopedia of erotic literature. Folder. © 23May68; KK206498.

DOLGORUKOV MANUFACTURING CO. Teaching lettering with the Slot-Letter lettering guide. Sheet. NM: revisions & additions. © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 2Mar67; KK204504.

DOLLAR & A DIME PROMOTIONS, INC. Treasure chest. Sheet. © Dollar & Dime Promotion a.a.d.o. Dollar & a Dime Promotions, Inc.; 1Jun65; KK206318.

DOW CHEMICAL CO. © Always keep a leftover ham in the pink, surround it with Saran Wrap. (In Woman's day, Feb. 1968, p.37) © 16Jan68; KK205353.

Cut it out, save 12¢; bathroom cleaner. (In American home, Jan.-Feb. 1968, p.33) © 28Dec67; KK205309.

The defender is here; household air purifier. (In Union-sun journal of America, Mar. 20, 1968, p.22) © 20Mar68; KK206478.

Don't end up with Southern dried chicken; Saran Wrap. (In Family circle, May 1968, p.85) © 16Apr68; KK205895.

Don't let dryness finish the fruitcake before you do, surround it with Saran Wrap. (In Better homes and gardens, Dec. 1967, p.87) © 14Nov67; KK205262.

Dowpon S grass killer; 5 pounds. On wrapper. © 28Feb63; KK206665.

Great party sandwich idea; Saran Wrap. (In Redbook, Aug. 1967, American Dairy Assn. insert) © 20Jul67; KK205672.

How often can you tell your customers about a for-real price reduction; Dow Oven Cleaner. (In Supermarket news, Jan. 9, 1967, p.23) © 9Jan67; KK205834.

How to keep six delicious flavors turned on, surround it with Saran Wrap. (In Better homes and gardens, June 1968, p.90) © 20May68; KK206263.

Meet the long, low, lovely, unlikely 1967 Dow. (In Life, Feb. 17, 1967, p.R18) © 17Feb67; KK205675.

Meet the new Dow, it's our company car. (In Automotive news, June 5, 1967, p.41) © 5Jun67; KK205673.

Meet the 1967 Dow, limited edition, for you, you, you and you. (In Life, Jan. 6, 1967, p.R3-R4) © 6Jan67; KK205676.

Never give leftover roast beef the air, surround it with Saran Wrap. (In Woman's day, Feb. 1967, p.2 of cover) © 17Jan67; KK206264.

Never let a grapefruit end up juiceless and useless, surround it with Saran Wrap. (In Family circle, Mar. 1968, p.105) © 20Feb68; KK205355.

Never let the flavor run out before your pie does, surround it with Saran Wrap. (In Woman's day, Apr. 1968, p.96) © 19Mar68; KK205356.

New bathroom disinfectant spray; net wt. 7 oz. Sticker. © 28Nov67; KK204863.

On with Dow oven cleaner, off with goo, gunk, grease, grime and 7¢. (In American home, Jan.-Feb. 1968, p.75) © 28Dec67; KK205307.

Save 8¢ when you buy a box of the world's best food protection; Saran Wrap. (In This week (The Oakland journal) Mar. 10, 1968, p.5) © 4Mar68; KK205354.

Stop scrubbing and scratching your bathroom clean; bathroom cleaner. (In Good housekeeping, Sept. 1967, p.149) © 22Aug67; KK206262.

Time saver, dime saver; Dow bathroom cleaner. (In TV guide, Aug. 12, 1967, p.27) © 12Aug67; KK205308.

We've made so many changes in the 1967 Dow you won't recognize it. (In Automotive industries, May 1, 1967, p.26-27) © 1May67; KK205674.

DOW CHEMICAL CO. DOWELL DIVISION. Engineered workover by Dowell, newest underground movement. (In The Oil & gas journal, Feb. 26, 1968, p.73) © Dow Chemical Co. (in notice: Dowell division of Dow Chemical Co.); 26Feb68; KK205899.

Super X is super acid, Dowell created it to go deep, fast, to get results. (In The Oil & gas journal, Jan. 15, 1968, p.3 of cover) © Dow Chemical Co. (in notice: Dowell division of Dow Chemical Co.); 15Jan68; KK205896.

This is the largest fracturing job ever performed, Dowell was asked to do it. (In The Oil & gas journal, Jan. 1, 1968, p.73) © Dow Chemical Co. (in notice: Dowell division of Dow Chemical Co.); 1Jan68; KK205897.

This is the turbo jet pumper, it is the most powerful pumping unit in the oilfields today. (In The Oil & gas journal, Jan. 29, 1968, p.63) © Dow Chemical Co. (in notice: Dowell division of Dow Chemical Co.); 29Jan68; KK205898.

DOW JONES & CO., INC. © A basic ingredient that brings you relief from anxieties, it's called accuracy. (In U.S. news & world report, May 20, 1968, p.7) Appl. author: T. E. Callis. © 20May68; KK206328.

Dow Jones, nothing succeeds like successful discontent. (In U.S. news & world report, Dec. 25, 1967, p.21) Appl. author: T. E. Callis. © 25Dec67; KK204258.

Dow Jones, the only known cure for wishful thinking. (In U.S. news & world report, Jan. 29, 1968, p.21) Appl. author: T. E. Callis. © 29Jan68; KK204687.

Dow Jones, to spot where Dow Jones news comes from. (In U.S. news & world report, Dec. 11, 1967, p.32) Appl. author: T. E. Callis. © 11Dec67; KK204256.

Dow Jones, when big news breaks, which angles do we cover first. (In U.S. news & world report, Mar. 25, 1968, p.63) Appl. author: T. E. Callis. © 25Mar68; KK205637.

The one-share investor and the seasoned professional both know that Dow Jones stands for something. (In U.S. news & world report, Apr. 29, 1968, p.51) Appl. author: T. E. Callis. © 29Apr68; KK206073.

Opportunity doesn't always knock, sometimes it goes tick-tick-tick. (In U.S. news & world report, Feb. 26, 1968, p.13) Appl. author: T. E. Callis. © 26Feb68; KK205071.

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See DOW CHEMICAL CO. DOWELL
DIVISION.

DRACKETT CO. ©

The great Miami clean-in; Prolong,
Endust, Windex. (In The Miami
news, Aug. 1, 1967, p.14-A) Appl.
author: Young & Rubicam, Inc.
© 1Aug67; KK204728.

Here's 7¢ on the house for the first
dusting spray that dusts every
surface in the house; Endust.
(In McCall's, Mar. 1968, p.75)
Appl. author: Young & Rubicam, Inc.
© 20Feb68; KK206485.

Last night we set up the O-Cedar
display. (In Non-foods merchandising,
Jan. 1968, p.89)
Appl. author: Young & Rubicam,
Inc. © 5Jan68; KK205752.

Now a spray that makes your oven as
easy to clean as no-stick cookware;
Oven-Gard. (In Good housekeeping,
Mar. 1968, p.4) Appl. author:
Young & Rubicam, Inc. © 20Feb68;
KK206487.

Twinkle brings out the value in a
copper pan. (In Good housekeeping,
Nov. 1967, p.27) Appl. author:
Young & Rubicam, Inc. © 19Oct67;
KK205316.

DRACKETT PRODUCTS CO. ©

Angry inside; Vanish. (In McCall's,
Apr. 1968, p.65) Appl. author:
Ogilvy & Mather, Inc. © 20Mar68;
KK205923.

DUBARRY. ©

DuBarry has a system for creating
beautiful eyes, it's called paint-
ing by numbers. (In Glamour,
Oct. 1967, p.45) Appl. author:
McCann-Erickson, Inc. © 20Sep67;
KK204479.

DuBarry has a system, painting by
numbers. (In Beauty fashion,
Apr. 1, 1967, p.37) Appl. author:
McCann-Erickson, Inc. © 1Apr67;
KK204157.

DuBarry introduces the system of
applied light, Glissando; it is
the next face. (In Beauty fashion,
Apr. 1967, p.34-35) Appl. author:
McCann-Erickson, Inc. © DuBarry,
division of Warner Lambert;
1Apr67; KK204156.

DuBarry unscrambles the merchandising
puzzle. (In Beauty fashion, Apr.
1967, p.32-33) Appl. author:
McCann-Erickson, Inc. © DuBarry,
div. of Warner Lambert; 1Apr67;
KK204155.

No beauty treatment works alone;
that's why DuBarry makes a whole
system for inner light, Paradox.
(In Glamour, Oct. 1967, p.49)
Appl. author: McCann-Erickson, Inc.
© 20Sep67; KK204478.

Three products you may never need,
if you use this one faithfully;
All Clear medicated face wash.
(In Co-ed magazine, Sept. 1967,
p.1) Appl. author: McCann-Erickson,
Inc. © DuBarry Division of
Warner Lambert; 20Aug67; KK204779.

Turn on your most beautiful face;
DuBarry has a system, applied
light and shadow, Glissando. (In
Glamour, Oct. 1967, p.65) Appl.
author: McCann-Erickson, Inc.
© DuBarry, division of Warner
Lambert; 20Sep67; KK204480.

DUBARRY. MARY SHERMAN, INC. DIVISION.
See SHERMAN (MARY) INC.

DUBARRY. WEST INDIES BAY CO. DIVISION.
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Celolite instant spray enamel. See KIMBERLY CHEMICALS, INC.
- EIDEL, ZENETH.
Mono-Cote chrome finish aluminum paint. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.
Mono-Cote exterior primer-sealer. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.
Mono-Cote indestructible floor enamel. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.
Mono-Cote interior primer-sealer. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.
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Appl. author: Zepha Bogert.
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New safety, Lighthouse 3 volt portable revolving turret light, battery operated. On folding carton. © 15Jan68; KK206627.
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Beautiful stretch gloves free.

Sheet. NM: addition. © 17Jan68 (in notice: 1967); KK205221.

Big 67-pc. 4 in 1 set, tableware by famous Ekco. Sheet. NM: revision. © 17Jan68 (in notice: 1967); KK205211.

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Want to live in Florida? Stop dreaming, start planning. (In Montgomery advertiser, Jan. 14, 1968, insert) Appl. author: Leo Burnett Co., Inc. © 14Jan68; KK205095.

GENERAL DYNAMICS. ©

In the last ten years one company has built more fundamentally different aircraft. (In Armed forces mgt., Oct. 1967, p.10-11) Appl. author: Ogilvy & Mather, Inc. © 10Oct67; KK204897.

Like John H. Magoon, Jr.; Convair 600/640. (In Flight magazine, Aug. 1967, p.24-25) Appl. author: Ogilvy & Mather, Inc. © 1Aug67; KK204208.

Stronger than steel, lighter than aluminum. (In Scientific American, Oct. 1967, p.10-11) Appl. author: Ogilvy & Mather, Inc. © 25Sep67; KK204716.

This is not just a buoy, it's a key to a potential oceanographic and weather watch network. (In Armed forces mgt., June 1967, p.80-81) Appl. author: Ogilvy & Mather, Inc. © 1Jun67; KK204896.

This is not just a ship. (In Armed forces mgt., Nov. 1967, p.6-7)

Appl. author: Ogilvy & Mather, Inc. © 1Nov67; KK204898.

This is not just a ship, it's a mobile base. (In Data, Sept. 1967, p.26-27) Appl. author: Ogilvy & Mather, Inc. © 5Sep67; KK204181.

This is not just a submarine. (In Armed Forces management, Aug. 1967, p.6-7) Appl. author: Ogilvy & Mather, Inc. © 1Aug67; KK204357.

GERMAIN'S, INC. ©

Broadleaf weed killer; net contents 1 pint. Sticker. © 5Jan68; KK204255.

GILLETTE CO. ©

Heads Up hair grooming; net wt. 4 1/2 oz. On folding carton. © 3Aug64; KK205836.

He's got everything but the Knack ... the light new razor from Gillette. (In Military market, April 1968, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar68; KK206865.

Stockpile 'em; Foamy, Right Guard. (In The Military market magazine, May 1968, p.95) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May68; KK206694.

Super stainless steel blades; 5 for 79¢. Card. © 4Oct65; KK205037.

The unspoiled; there are still a few people who've never tried the Gillette super stainless blade. (In Daily news, Mar. 28, 1968, p.80) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar68; KK206870.

GILLETTE CO. COLTON CO. DIVISION.

Majorca, Stromboli, Barbados, Corfu, Moorea, Skye, now you can have a few ounces of each. (In Beauty fashion, Oct. 1967, p.16-17) Appl. author: Doyle Dane Bernbach, Inc. © Colton [sic] Co. Div., a subsidiary of the Gillette Co. (in notice: Colton Co. Div.); 28Sep67; KK203904.

New self-heating shaving foam; Nine Flags thermal shaving foam. (In Time, Apr. 19, 1968, p.42) Appl. author: Doyle Dane Bernbach, Inc. © Colton Co. Division, a subsidiary of Gillette Co. (in notice: Colton Co. Div.); 16Apr68; KK206866.

No man should be without a country; Nine Flags shaving cologne. (In Sports illustrated, March 25, 1968, p.64) Appl. author: Doyle Dane Bernbach, Inc. © Colton Co. Division, essences imported, a subsidiary of Gillette Co. (in notice: Colton Co. Division, essences imported); 22Mar68; KK206869.

Now men can mix their own shaving cologne; Nine Flags shaving cologne. (In New Yorker, June 8, 1968, p.127) Appl. author: Doyle Dane Bernbach, Inc. © Colton Co. Division, essences imported, a subsidiary of Gillette Co. (in notice: Colton Co. Division, essences imported); 5Jun68; KK206867.

GILLETTE CO. NINE FLAGS INTERNATIONAL DIVISION.

We wanted to import the world's one most exciting men's shaving cologne; we failed; Nine Flags shaving cologne. (In Beauty fashion, Sept. 1966, p.15) Appl. author: Doyle Dane Bernbach, Inc. © Nine Flags International Div., essences imported, a subsidiary of Gillette Co. (in notice: Nine Flags International Div., essences imported); 29Aug66; KK206868.

GILLETTE SAFETY RAZOR CO.

Ask your face, it has a mind of its own. (In Life, Asia ed., June 12, 1967) Appl. author: Jack Tinker & Partners, Inc. © Gillette Safety

- Razor Co., a division of Gillette Co. (in notice: Gillette Co.); 12Jun67; KK205047.
- Never choose a razor without asking your face; Techmatic razor. (In Life, June 2, 1967) Appl. author: Jack Tinker & Partners, Inc. © Gillette Safety Razor Co., a division of Gillette Co. (in notice: Gillette Co.); 16May67; KK205048.
- This and 25 words could be your ticket to Canada for the Pan American Games; Techmatic razor. (In Scholastic magazines, May 19, 1967) Appl. author: Jack Tinker & Partners, Inc. © Gillette Safety Razor Co., a division of Gillette Co. (in notice: Gillette Co.); 19May67; KK205049.
- GLIDDEN CO. ©
Coatings & resins, Industrial review. 1 v. Appl. author: Meldrum & Fewsmith, Inc. © 1Feb67; KK206185.
- GLIDROSE PRODUCTIONS, LTD.
Chitty, chitty, bang, bang; for 2 to 4 players; 4854. M. Bradley Co. On wrapper. © Glidrose Productions, Ltd. & Warfield Productions, Ltd; 1Jan68; KK205529.
- GOODMAN (A.) & SONS, INC. ©
Passover matzot; net wt. 16 oz. On wrapper. © 15Feb68; KK205263.
- GOODRICH (B. F.) CO. ©
BFG is selling the tire of the future, maybe you should be, too. (In Motor, Dec. 1967, p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Dec67; KK204741.
Some tire dealers won't admit it's the Radial age, but that's understandable. (In Modern tire dealer, May 1968, p.51) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr68; KK206196.
The unforgettable O.E. tire. (In Automotive fleet, Mar. 1968, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar68; KK205471.
When your customers find out it's the Radial age, will they still be yours? (In Modern tire dealer, Dec. 1967, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Nov67; KK204742.
- GORHAM.
Beautiful tables, how to coordinate sterling, china, crystal. 7 p. NM: additions & revision. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 18Mar67; KK206221.
Effective January 8, 1968, Gorham sterling. 1 v. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 8Jan68; KK206219.
Fall 1967, Gorham sterling. 1 v. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 16Oct67; KK206220.
Hispana, Gorham sterling; price list January 8, 1968. Folder. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 8Jan68; KK206218.
An introduction to Gorham silver. 1 v. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 14Sep67 (in notice: 1968); KK206217.
A Spanish treasure awaits you; Hispana. 1 v. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 29Feb68; KK206089.
A Spanish treasure awaits you; Hispana; price list, January 8, 1968. 1 v. Appl. author: Gorham Co. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 29Feb68; KK206036.
- GORMAN-RUPP CO. ©
Any pump may clog. (In American city, vol.83, no.4, p.55) © 2Apr68; KK206190.
- GOTHAM LIGHTING CORP. ©
Cylinderlites. 8 p. NM: revisions. Appl. authors: Harry M. Gerstel & Joseph Langer. © 15Jan67 (in notice: 1965); KK205113.
Recessed frameless lens troffers and panelites. Folder. (G bulletin, no.3) Appl. author: Harry M. Gerstel & Joseph Langer. © 15Nov67; KK204576.
Recessed micro-groove downlites. Folder. (G bulletin, no.2) Appl. authors: Harry M. Gerstel & Joseph Langer. © 15Dec66; KK204578.
Recessed micro-groove downlites. Folder. (G bulletin, no.4) Appl. authors: Harry M. Gerstel & Joseph Langer. © 15Oct67; KK204577.
- GRACE (W. R.) & CO. ©
Lawn management. 1 v. © 15May68; KK206506.
- GRAND UNION CO. ©
Grand Union makes shopping more rewarding. (In Daily news, May 22, 1968, p.M152) © 22May68; KK206515.
- GRAY (DOROTHY) COSMETICS.
Some goddesses were born that way; Secret of the Sea. (In Beauty fashion, Dec. 1967, p.34-35) © Dorothy Gray Cosmetics, div. of Sterilink Drug, Inc. (in notice: Dorothy Gray Cosmetics); 23Nov67; KK203996.
- GREAT ATLANTIC & PACIFIC TEA CO., INC. ©
A&P does it again, more prices go down, savings go up, up! (In Buffalo evening news, Feb. 1, 1968, p.54) Appl. author: Gardner Advertising Co., Inc. © 1Feb68 (in notice: 1967); KK205604.
A bit more is what makes our white bread better! (In Pittsburgh press, Jan. 31, 1968, p.52) Appl. author: Gardner Advertising Co., Inc. © 31Jan68; KK205176.
Discount prices? We've had them since 1859! (In The Evening bulletin, Philadelphia, Jan. 31, 1968, p.40) Appl. author: Gardner Advertising Co., Inc. © 31Jan68; KK205155.
Does the Easter Bunny still come to your house? (In The Reporter dispatch, White Plains, N.Y., Apr. 10, 1968, p.35) Appl. author: Gardner Advertising Co., Inc. © 10Apr68; KK206039.
Down go prices, up go savings at A&P. (In Buffalo evening news, Jan. 23, 1968, p.14) Appl. author: Gardner Advertising Co., Inc. Appl. ti.: Down go A&P prices up go savings. © 23Jan68; KK205476.
Every year, we make the same resolutions! (White Plains reporter dispatch, Dec. 27, 1967, p.41) Appl. author: Gardner Advertising Co., Inc. © 27Dec67; KK205025.
Here's to your health, and beauty and budget! (In The Pittsburgh press, Feb. 21, 1968, p.44) Appl. author: Gardner Advertising Co., Inc. © 21Feb68; KK205606.
It's America's most popular; Jane Parker fruit cake. (In The Pittsburgh press, Nov. 8, 1967, p.78) Appl. author: Gardner Advertising Co., Inc. © 8Nov67; KK205125.
Jane Parker white bread isn't the best selling in the U.S.A., know why? (In The Scranton times, Aug. 9, 1967, p.28) Appl. author: Gardner Advertising Co., Inc. © 9Aug67; KK205588.
- Let's talk about budgets! (In The Reporter dispatch, White Plains, N.J., Jan. 31, 1968, p.33) Appl. author: Gardner Advertising Co., Inc. © 31Jan68; KK205178.
- Save, save, save; over 1,000 prices reduced since Jan. 22. (In Buffalo evening news, Feb. 15, 1968, section 2, p.28) Appl. author: Gardner Advertising Co., Inc. © 15Feb68; KK206026.
- Special message to ex-A&P customers and to those who never have shopped A&P. (In The Scranton times, Sept. 6, 1967, p.29) Appl. author: Gardner Advertising Co., Inc. © 6Sep67; KK205587.
- Want discount prices, come to A&P the inventor. (In The evening bulletin, Philadelphia, Jan. 24, 1968, p.40B) Appl. author: Gardner Advertising Co., Inc. © 24Jan68; KK205200.
- We're still at it, hundreds more prices reduced! (In Buffalo evening news, Feb. 8, 1968, p.34) Appl. author: Gardner Advertising Co., Inc. © 8Feb68; KK205175.
- What does A&P stand for? (In The Scranton times, Jan. 31, 1968, p.26) Appl. author: Gardner Advertising Co., Inc. © 31Jan68; KK205575.
- What's in a name? (In The Pittsburgh press, Oct. 25, 1967, p.62) Appl. author: Gardner Advertising Co., Inc. © 25Oct67; KK205576.
- Who cares if our chocolate comes from jet-roasted beans? We care. (In Woman's day, Nov. 1967, p.101) Appl. author: Gardner Advertising Co., Inc. © 17Oct67; KK204575.
- Who cares if the blueberries in our blueberry pie are wild! (In The Scranton times, Oct. 18, 1967, p.32) Appl. author: Gardner Advertising Co., Inc. © 18Oct67; KK205589.
- Who cares what kind of mushrooms go into the soup? We care. (In Woman's day, Sept. 1967, p.R5) Appl. author: Gardner Advertising Co., Inc. © 22Aug67; KK204583.
- Who cares what type of wheat goes into our egg noodles? (In Good house-keeping, Feb. 1968, p.NE2) Appl. author: Gardner Advertising Co., Inc. © Great A&P Tea Co., Inc.; 18Jan68; KK205177.
- GREEN GIANT CO. ©
Announcing the biggest fall network TV schedule ever to leaf the valley. (In Quick frozen foods, Oct. 1967, p.64-65) Appl. author: Leo Burnett Co., Inc. © 15Oct67; KK205089.
The Giant's secret for making his tender little peas even better, butter. (In Sunset, Dec. 1967, p.121) Appl. author: Leo Burnett Co., Inc. © 25Nov67; KK204571.
Green beans sliced on a slant for a bigger edge on flavor. (In Sunset, Nov. 1967, p.188) Appl. author: Leo Burnett Co., Inc. © 25Oct67; KK204564.
It won't be long now, get your new pack corn order in! (In Super-market news, July 10, 1967, p.15) Appl. author: Leo Burnett Co., Inc. © 10Jul67; KK204570.
The Jolly Green Giant is delivering 48 million coupons to help get his foot in the door; vegetables. (In IGA grocergram, Aug. 1967, p.4-5) Appl. author: Leo Burnett Co., Inc. © 1Aug67; KK204569.
The Jolly Green Giant sends you his best; mixed vegetables. (In The Daily times, Sept. 28, 1967, p.24) Appl. author: Leo Burnett Co., Inc. © 28Sep67; KK204566.

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GREEN GIANT CO. -Con.

- The Jolly Green Giant wants to put his foot down on your floor; Niblets corn. (In Better homes & gardens, Oct. 1967, p.32) Appl. author: Leo Burnett Co., Inc. © 14Sep67; KK204568.
- Save a jolly 7¢ on new vegetables for two; Niblets corn frozen in butter sauce. (In The Morning call, Nov. 16, 1967, p.58) Appl. author: Leo Burnett Co., Inc. © 16Nov67; KK205091.
- Small peas, in very good taste; Le Sueur brand. (In Sunset, Nov. 1967, p.183) Appl. author: Leo Burnett Co., Inc. © 25Oct67; KK204565.
- Spinach haters, this could be the breakthrough. (In Philadelphia bulletin, Oct. 15, 1967, Sunday suppl., p.30) Appl. author: Leo Burnett Co., Inc. © 15Oct67; KK204567.
- Sweetest peas that ever left the vine. (In Sunset, Sept. 1967, p.79) Appl. author: Leo Burnett Co., Inc. © 25Aug67; KK204563.
- Thinking of trying the Jolly Green Giant's vegetables frozen in butter sauce? (In News American, Baltimore, Sept. 14, 1967, food section, p.1E) Appl. author: Leo Burnett Co., Inc. © 14Sep67; KK204562.
- This page is full of coupons, 2 kinds, to get you full of beans, 3 kinds. (In Deseret news, Salt Lake City, evening ed., Nov. 16, 1967, p.10B) Appl. author: Leo Burnett Co., Inc. © 16Nov67; KK205090.
- A 20¢ savings on his frozen mixed vegetables and his frozen sweet peas. (In Baltimore sun, Aug. 10, 1967, p.D2) Appl. author: Leo Burnett Co., Inc. © 10Aug67; KK204561.

GROUND FAULT PROTECTION CORP. ©

- Electro Leakage Sensor, core balance ground leakage protection. Sheet. Appl. author: Roy McGiffin. © 14May68; KK206700.

GYM EQUIPMENT CO. ©

- Build powerful muscles in only 21 days; amazing new invention Easy Push-Up Isometric Bars. Sheet. Appl. author: Joseph L. Marino. Appl. ti.: Easy Push-Up Isometric Bars. © 13Mar67; KK202208.

H

H.B.C., INC. See HILLS BROS. COFFEE, INC.

HAHN, JAMES DOUGLAS. ©

- Branch water, natural spring water captured deep in the earth. On box. © 12Dec67; KK204819.
- Cold Indian Spring Water. Sticker. © J. D. Hahn; 20Jun68; KK206764.

HAIMM, SAMUEL M. ©

- Haimm-Garden Memorial Center, everlasting bronze memorials; Oaklawn no.1 design. Sheet. © 9Feb68; KK205647.

- Haimm-Garden Memorial Center, everlasting bronze memorials; paneled pine design. Sheet. © 9Feb68; KK205646.

HALLMARK CARDS, INC. ©

- Florescence party fixings with fashions to match. Sheet. © 27Dec67 (in notice: 1968); KK204429.
- It's kinky, it's chic, it's paperfunalia; Florescence party fixings with fashions to match. (In

McCall's, Mar. 1968, p.24-25) © 20Feb68; KK205801.

- Today's women differ little from Eve; give them shimmering fruit in daring, bright shades, Paperfunalia with a bold fashion look. (In Department store economist, May 1968, insert p.9-16) © 1May68; KK206353.

HAMILTON MANUFACTURING CO. ©

- In 1938 Hamilton produced the world's first automatic clothes dryer; you get the good things first from Hamilton. (In Gas appliance merchandising, Jan. 1968, p.7) © 21Dec67; KK205399.
- In 1938 Hamilton produced the world's first automatic clothes dryer; you get the good things first from Hamilton. (In Home furnishings daily, Jan. 18) © 29Dec67; KK204453.

HAMMOND ORGAN CO. ©

- After dinner tonight, Terry Burnside will skim the sports page; Charlie Riordan will play a rousing 76 trombones. (In Life, Oct. 13, 1967, p.21) © 13Oct67; KK204402.
- Can the organ committee understand simulated reverberation? (In The American organist, Jan. 1968, p.10) © 1Jan68; KK204929.
- Congratulations, Chicago. (In Auditorium Theatre grand opening, Oct. 31, 1967, p.31) © 31Oct67; KK204393.
- The Hammond organ looks like the leader it is. (In Purchaser's guide to the music industries, 1967, p.71) © 15Dec67; KK206132.
- The Hammond organ, no other offers churches traditional design with modern advantages. (In The Music trades, July 1967, p.21) © 1Jul67; KK204386.
- The Hammond piano, the name is your guarantee of quality. (In Purchaser's guide to the music industries, 1967, p.15) © 15Dec67; KK206133.

- No matter what keyboard instrument you teach, the new Hammond Organ course will help you. (In The American music teacher, June-July 1967, p.10-11) © 1Jun67; KK204397.

- Tonight Dex Cooper will thumb ... Jim Arthur will unwind with the Hammond organ. (In Life, Sept. 15, 1967, p.9) © 15Sep67; KK204389.

- Tonight Janice Allen will darn ... Pat Chambers will play all of Funny girl on the Hammond organ. (In Life, Sept. 29, 1967, p.21) © 29Sep67; KK204390.

- What does the organ committee know about acoustics? (In Christian herald, Nov. 1967, p.1) © 25Oct67; KK204413.

HANFT, WILBERT B.

- Celolite instant spray enamel. See KIMBERLY CHEMICALS, INC.

- Mono-Cote chrome finish aluminum paint. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote exterior primer-sealer. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote indestructible floor enamel. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote interior primer-sealer. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote latex house paint. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote lead-zinc-titanium house paint. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote one coat latex flat. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote scrubbable kitchen & bath enamel. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

- Mono-Cote washable alkyd self-priming flat wall paint. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.
- Mono-Cote washable alkyd semi-gloss. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

HANLON, G. T. ©

- Bing, better instant natural gas. Sheet. © 5Feb68; KK206362.

HANNAU-ROBINSON COLOR PRODUCTIONS, INC. ©

- Lake Kersey Groves, quality fruit gift ideas. Folder. © 27Oct67; KK204821.

HARBIN, CLYDE A. ©

- National Soft-Serv School, when the going is tough. Sheet. © 21Nov67; KK204825.

HARMER, W. M. ©

- Easy as A-B-C, sign kit for the new & used automobile dealer. Sheet. © 22Jan68; KK204525.

HARMER, WILBUR M.

- Paint by A-B-C, Christmas cards. Sticker. © W. M. Harmer; 18Nov67; KK204753.

HARMON, BARBARA. ©

- Tabbigail's garden. (In Organic gardening, Nov. 1967, p.11) © 14Oct67; KK205023.

HARNDEN-THORNTON & CO. ©

- Bob Harnden talks about complete, low cost weed control for your cotton. (In Delta farm press, May 9, 1968, p.9) Appl. author: Robert C. Harnden. © 9May68; KK206254.
- Bob Harnden talks about how to get a stand from your first planting. (In Delta farm press, Apr. 25, 1968, p.20) Appl. author: Robert C. Harnden. © 25Apr68; KK206031.
- Bob Harnden talks about Post-emergence grass and weed control in cotton. (In Delta farm press, June 13, 1968, p.13) © 13Jun68; KK206714.
- Bob Harnden talks about The Tenoran story. (In Delta farm press, June 13, 1968, p.9) © 13Jun68; KK206719.

HARPER (I. W.) DISTILLING CO. ©

- More pint pizzazz, the I. W. Harper bottled in bond stowaway. (In New Jersey beverage journal, July 1967, p.14) © 1Jul67; KK205363.
- The only bourbon enjoyed in 110 countries around the world. (In Life, Nov. 3, 1967, p.3 of cover) © 3Nov67; KK206134.
- Pack an I. W. Harper portable pint and away you go. (In The New Yorker, Aug. 1967, p.4 of cover) © 12Aug67; KK205360.

HARTZ MOUNTAIN PRODUCTS CORP. ©

- Chicken Pik'ns; net wt. 1 oz. On bag. © 21Mar68; KK206520.
- Chlor-Rid removes chlorine from tap water; no.315; net wt. 0.27 oz. avoird. Folder. © 1Apr68; KK206110.
- Gravel paper; 11" for round cages, contains 10 sheets. On bag. © 4Mar68; KK206522.
- 90 Day flea collar for cats; no.566; contents, 1 cat collar, net wt. 0.4 oz. On folding carton. © 5Mar68; KK206109.
- 90 Day flea collar for dogs; no.565; contents, 1 dog collar, net wt. 0.8 oz. On folding carton. © 5Mar68; KK206111.
- Outdoor seed bell; net wt. 1 lb. 3 oz. avoird. On folding carton. © 25Sep67; KK204257.

- Rubber dog play toy with crackle; no.544. Card. © 23Jan68; KK206112.
- Rubber dog play toy with squeak; no.523. Card. © 23Jan68; KK206107.
- Snack sack for outdoor birds; net wt.16 oz. avoird. On folding carton. © 20Oct67; KK205033.
- Splinter proof dog bone; no.402. Card. © 8Jan68; KK206521.
- Splinter proof dog bone; no.403. Card. © 8Jan68; KK206108.
- Super stick; no.417. Card. © 19Feb68; KK206519.
- Vita-bird multiple vitamins for all caged birds; no.409; net weight .65 oz. avoird. Card. © 21Nov67; KK205660.
- HAWKINSON (PAUL E.) CO. ©**
Passenger car treads. Sheet. © 11Apr68; KK205780.
- HELENA RUBINSTEIN, INC. ©**
Naked legs aren't half as pretty as Nude legs. (In Harper's bazaar, June, 1968, p.21) © 28May68; KK206784.
- This is Super Biodorant, we created it for people who perspire a lot; it works. (In Mademoiselle, June 1968, p.22) © 28May68; KK206783.
- HELPALARM, INC. ©**
In any language it means help. (In North Dade Journal, Feb. 14, 1968, p.12) © 14Feb68; KK204965.
- HENDON CORP. ©**
Does the perfect franchise exist? The Hendon Leisure Center comes close. (In The Wall Street Journal, May 9, 1968) Appl. author: Simons-Michelson Co. © 9May68; KK206090.
- HENDRY (C. J.) CO. ©**
You can buy the world's most advanced battery; this is the laser power Sea Jay battery. Folder. Appl. author: Irvin H. Baltzer. © 15Nov67; KK205774.
- HERCULES, INC. ©**
Gelamite. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 4Jun68; KK206897.
- Titan booster 25. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 13Mar68; KK205521.
- HERRON-KIENZLE, INC. ©**
Play Mini-Bingo, every card a winner. Folder & card. © 16Feb68; KK205922.
- Royal Flush. Card. © 20Mar68; KK205470.
- HEYMANS (R. E.) CO. ©**
Whipp with milk, free sample instant potatoes; net weight 13 ounces. Sticker. © 20Oct67; KK205297.
- HILLS BROS. COFFEE, INC. ©**
Flavor so unbeatable, it's reheatable. Appl. author: Foote, Cone & Belding. © 9Apr68; KK206021.
- Head for the Hills. (In Family magazine, Nov. 15, 1967, p.38) Appl. author: Foote, Cone & Belding. © 15Nov67; KK206019.
- Hills Bros. coffee is coming, flavor so unbeatable it's reheatable. (In Pennsylvania grocer, Sept. 1966, p.9) Appl. author: Foote, Cone & Belding. © H.B.C., Inc. a.a.d.o. Hills Bros., Inc. a.k.a. Hills Bros. Coffee; 10Sep66; KK205043.
- Hills Bros. coffee is here, flavor so unbeatable it's reheatable. (In Modern grocer, July 28, 1967, p.5)
- Appl. author: Foote, Cone & Belding. © H.B.C., Inc. a.a.d.o. Hills Bros. Coffee, Inc. a.k.a. Hills Bros.; 28Jul67; KK205042.
- Hills Bros. coffee is just slightly richer now. (In Buffalo evening news, N.Y., Oct. 26, 1967, section 3, p.68) Appl. author: Foote, Cone & Belding. NM: addition. © 26Oct67; KK204355.
- Hills Bros. coffee is more than 10% richer than other leading coffees. (In Fremont news-messenger, Apr. 16, 1968, p.20) Appl. author: Foote, Cone & Belding. © 16Apr68; KK206023.
- Hills Bros. Coffee wishes you Gut Yomtov. (In Jewish exponent, Philadelphia, Apr. 5, 1968, p.55) Appl. author: Foote, Cone & Belding. © 5Apr68; KK206022.
- Meet Hills Bros. coffee, flavor so unbeatable it's reheatable. (In The Evening news, Newburgh, N.Y., Sept. 12, 1967, p.3) Appl. author: Foote, Cone & Belding. © 12Sep67; KK205045.
- New instant coffee from Hills Bros. (In Wisconsin food dealer, Aug. 1965, p.2) Appl. author: Foote, Cone & Belding. © H.B.C., Inc. a.a.d.o. Hills Bros. Coffee, Inc. a.k.a. Hills Bros.; 25Jul65; KK205044.
- This coupon is being mailed to thousands of homes in your area. (In Modern grocer, Aug. 25, 1967, p.3) Appl. author: Foote, Cone & Belding. © H.B.C., Inc. a.a.d.o. Hills Bros. Coffee, Inc. a.k.a. Hills Bros.; 25Aug67; KK205046.
- We are proud to announce that Hills Bros. coffee is now more than 10% richer than any other leading coffees. (In Canton repository, Mar. 5, 1968, p.17) Appl. author: Foote, Cone & Belding. © 9Apr68; KK206020.
- What's new from Hills Bros.? Everything. (In New Jersey grocer, Oct. 1967, p.4 of cover) Appl. author: Foote, Cone & Belding. © 10Oct67; KK205247.
- HOLIDAY FUN, INC. ©**
Holiday Fun, Inc., introduces Skyways travel pak. Folder. Appl. author: Robert B. See. © 20Mar68; KK206327.
- HOLIDAY MAGIC, INC. ©**
The beautician magicians. (In Ebony, Jan. 1968, p.101) NM: revision. © 14Dec67; KK204227.
- We sold 731,000 strawberry frappes and we're not in the ice cream business; cosmetics. (In Vogue, Mar. 15, 1968, p.23) © 15Mar68; KK205379.
- HOOSIER ABATTOIR. ©**
Dog food; net wt. 2 lbs. On bag. © 3May68; KK206314.
- HOOSIER GUIDE PUB. CO., INC. ©**
Hoosier guide, 1968-1969. Folder. © 15Aug67; KK204729.
- HOUDAILLE INDUSTRIES, INC. ©**
A custom hole punching die at standard cost; Strippit. (In Metlifax, Aug. 1967, p.2 of cover) NM: addition & revision. © 1Aug67; KK205866.
- Cut short-run fabricating costs 90% or more. (In Production, 1967, p.186) © 1Sep67; KK205857.
- Have a complete inventory of Strippit tooling at your disposal at our expense. (In Tool & manufacturing engineer, 1967, p.39) © 10Oct67; KK205863.
- Introducing a knockout, computerized punching machine control; Strippit. (In Production, 1967, p.86-87) © 1Nov67; KK205860.
- Need a press brake die, then come to Houdaille, we've got dies that'll form, flatten, hem, crimp, edge, bend and fold. (In Canadian machinery & metalworking, 1967, p.50) © 1Sep67; KK205864.
- Not for sale without this team; Strippit. (In Metalworking, July 1967, p.78-79) © 1Jul67; KK205858.
- OK you guys, prove it; Strippit. (In Electronic packaging and production, Jan. 1968, p.43) © 1Jul67; KK205868.
- Of the entire line of Houdaille press brake dies, there isn't one that's any good to you. (In Canadian machinery & metalworking, Nov. 1967, p.40) © 1Nov67; KK205862.
- Productivity plus; Strippit. (In Production, July 1967, p.48-49) © 1Jul67; KK205865.
- Punch holes horizontally in curved and formed parts; Strippit. (In New equipment digest, 1967, p.65) © 10Oct67; KK205859.
- Punch holes up to 3 1/2" in diameter; Strippit. (In New equipment digest, 1967, p.32) NM: addition & revision. © 1Aug67; KK205861.
- Punch single or multiple holes in tubing; Strippit. (In World industrial reporter, 1967, p.10) © 1Aug67; KK205867.
- Punching through the price barrier, the new Strippit Fabramatic 18/30, a complete N/C hole punching package. (In Metalworking news, 1967, p.19) © 25Dec67; KK204812.
- Shhhh, a machine that talks back; Strippit. (In Metalworking news, 1967, p.21) © 11Nov67; KK205869.
- When you think of putting holes in metal, think Strippit. (In Metalworking news, vol.8, no.377, p.26) NM: addition & revision. 16Oct67; KK205856.
- HOUSTON, DAVID W.**
Cotton plant; the Cotton Clan. Sheet. © David W. Houston & Mae Ivy; 20Jan68; KK205725.
- HOUSTON NATURAL GAS CORP. ©**
The spaghetti bowl, 1000 miles of product pipelines. (In Houston magazine, Dec. 1967, p.59-60) © 18Dec67; KK205304.
- HOWN, M.**
The best of Del Wood. See RADIO CORP. OF AMERICA.
- HUDEPOHL BREWING CO. ©**
Join the enjoyers, this is wet-your-whistle week. (In The Cincinnati post & times star, May 24, 1968, p.42) Appl. author: Ranaid S. West. © 24May68; KK206382.
- Pick up a Hudepohl 8 pack and join the enjoyers. (In The Cincinnati post & times star, May 10, 1968, p.28) Appl. author: Ranaid S. West. © 10May68; KK206380.
- HUDSON (H. D.) MANUFACTURING CO. ©**
The garden primer, or how to reason with bugs and weeds. (In House beautiful gardening & outdoor living annual, 1968 ed., p.36) © 20Feb68; KK205079.
- He can't kill your birds if you kill him first. (In Poultry meat, broiler & turkey ed., Dec. 1966, p.8) © 5Dec66 (in notice: 1967); KK205186.
- No feed separation, more flexibility with our chain feeder. (In Beef, Feb. 1968, p.41) © 22Jan68; KK205078.
- What to look for in your next hydraulic power sprayer. (In Ground maintenance, Dec. 1967, p.101) © 2Dec67; KK204466.

HUDSON LAMP CO. ©
Auto lamp bulbs. On folding carton.
© 26Jan66; KK204962.
Quality lamp bulbs. On folding
carton. © 26Jan66; KK204961.

HUDSON NATIONAL, INC. ©
Half price certificate; we will pay
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Jan. 7, 1968, p.27) © 7Jan68;
KK205122.

HUMBLE OIL & REFINING CO. ©
Cheers, enjoy life more with these
beautiful Anchor Hocking jubilee
glasses; Enco. (In Seattle times,
Feb. 4, 1968, comic section)
© 4Feb68; KK205422.

Cheers, enjoy life more with these
beautiful Anchor Hocking jubilee
glasses; Enco. (In Seattle times,
Feb. 13, 1968, p.6) NM: pictorial
material. © 13Feb68; KK205421.

Free car pennants; Enco. Poster.
© 15Sep67; KK204229.

Free car pennants, Wildcats, ASU;
Enco. © 15Sep67; KK204230.

Free place mats, 8 famous western
scenes. (In The Oregon journal,
Portland) Appl. tl.: Newspaper
ad. © 13Feb68; KK205397.

HUMBLE TRAVEL CLUB, INC. ©
Summer sun & fun tours. Folder.
© 1Mar68; KK205829.

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Charge-a-Check gives you money to
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Columbus dispatch, Jan. 16, 1968,
p.20A) © Huntington National Bank of
Columbus (in notice: Huntington
National Bank); 16Jan68; KK204743.

Charge-a-Check lets you write a check
bigger than your balance. (In
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p.45A) © Huntington National Bank
of Columbus; 13Jan68; KK204746.

Huntington brings you its exclusive
Charge-a-Check. (In Columbus dis-
patch, Jan. 21, 1968, p.28A)
© Huntington National Bank of
Columbus; 20Jan68; KK204747.

Huntington introduces Charge-a-Check
for people who want money when
they need it. (In Citizen-Journal,
Columbus, Ohio, Jan. 12, 1968,
p.4) © Huntington National Bank
of Columbus; 12Jan68; KK204269.

Huntington's exclusive charge a check
cushions income ups and downs.
(In Columbus dispatch, Jan. 24,
1968, p.40A) © Huntington National
Bank of Columbus; 24Jan68; KK20505C.

Huntington's exclusive charge a check
gives you a cash reserve in your
checking account to use if you need
it. (In Columbus dispatch,
Jan. 26, 1968, p.32A) © Huntington
National Bank of Columbus;
26Jan68; KK205052.

Huntington's exclusive charge a check
gives you money when you need it.
(In Columbus dispatch, Jan. 23,
1968, p.20B) © Huntington National
Bank of Columbus; 23Jan68; KK205051.

Huntington's exclusive charge a check
stretches your check balance to pay
bills. (In Columbus dispatch,
Jan. 28, 1968, p.38A) © Huntington
National Bank of Columbus; 27Jan68;
KK205053.

Only you and Huntington knows for
sure when you write yourself a
loan with Charge-a-Check. (In
Columbus dispatch, Jan. 19, 1968,
p.21A) © Huntington National Bank
of Columbus; 19Jan68; KK204745.

You never miss a bargain when you
write yourself a loan with Hunting-
ton Charge-a-Check. (In Columbus

dispatch, Jan. 15, 1968, p.18B)

© Huntington National Bank of
Columbus; 15Jan68; KK204748.
You never run out of money with
Huntington's exclusive Charge-a-
Check. (In Columbus dispatch,
Jan. 17, 1968, p.10A) © Huntington
National Bank of Columbus; 17Jan68;
KK204744.

HUPKA, ROBERT.
Toscanini, NBC Symphony Orchestra/
Tchaikovsky, Manfred symphony. See
RADIO CORP. OF AMERICA.

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Products especially designed for
Javelin and AMX. Sheet.
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Hydrogen from off-gas recovery and
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HYDROPONICS, INC. ©
Eternal Spring System, automatic,
no labor. Sheet. © 29Feb68;
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2 outstanding Cannon plus series
meeting requirements of MIL-C-26482C.
(In Electronic industries, Jan.
1964, p.95) © ITT Cannon Electric,
Inc. subsidiary of International
Telephone & Telegraph Corp.;
1Jan64; KK195144.

I2R. See INSTRUMENTS FOR RESEARCH &
INDUSTRY.

IANNE, TONY. ©
Ianne's famous grinder, it's new,
the first on the market. Sheet.
© 1Jul64; KK205852.

IDEA ART.
Here's a natural. Pair of dice.
Folder. © Miriam R. Pollatsek
d.b.a. Idea Art; 12Mar68; KK205378.

IDEAL TOY CORP. ©
Doll house. On box. © 28Feb66;
KK204899.

Toys, games, Ideal dolls, vinyl,
1968. 84 p. © 5Apr68; KK206663.

INCLINATOR CO. OF AMERICA. ©
Jamás suba un solo peldano de ninguna
escalera cuando usted tenga un as-
censor en casa de la Inclinator
Company of America. Folder.
Appl. author: Foltz-Wessinger, Inc.
© 11Jun68; KK206862.

Never climb another step when you
have a home lift from Inclinator
Company of America. Folder. Appl.
author: Foltz-Wessinger, Inc.
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INSTRUMENT PRODUCTS DIVISION, NESTER-
FAUST MANUFACTURING CORP. See
NESTER-FAUST MANUFACTURING CORP.
INSTRUMENT PRODUCTS DIVISION.

INSTRUMENTS FOR RESEARCH & INDUSTRY.
Misery is a draft and dirt, happiness
is Bal-Guard. Folder. © I2R
a.a.d.o. Instruments for Research &
Industry; 19Feb68; KK206013.

Misery is a lecture demonstration with
inadequate equipment; lecture lite.
Folder. © I2R a.a.d.o. Instruments
for Research & Industry; 5Oct67;
KK204526.

INTERNATIONAL ALUMINUM, LTD. ©
Down with drab doors; Diamond Lite
by International Aluminum, Ltd.;
white aluminum combination doors.
Folder. NM: revisions. © 15Dec67
(in notice: 1968); KK204811.

INTERNATIONAL FRISBEE ASSN. ©
I would like to become a member of the
International Frisbee Association.
Card. Appl. tl.: Application for
International Frisbee Association.
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Burial vault molds by Cemcon;
the Ambassador. Sheet. © 1Dec67;
KK206747.

INTERNATIONAL PAPER CO. ©
America's surplus corn: how Interna-
tional Paper helps people get it.
(In Look, Mar. 5, 1968, p.50-51)
Appl. author: Ogilvy & Mather,
Inc. © 5Mar68; KK205039.
How International Paper turns mill
waste into medicine. (In Look,
Apr. 2, 1968, p.20-21) Appl.
author: Ogilvy & Mather, Inc.
© 2Apr68; KK205427.

International Paper Company made this
paper boat just to prove a point.
(In Look, Mar. 19, 1968, p.28-29)
Appl. author: Ogilvy & Mather, Inc.
© 19Mar68; KK205174.

International Paper Company presents
the world's strongest cardboard.
(In Life, Dec. 22, 1967, p.120-121)
Appl. author: Ogilvy & Mather,
Inc. © 22Dec67; KK204125.

Someday a reflector like this might
just replace Hoover Dam. (In The
Reader's digest, May 1968, p.30-31)
Appl. author: Ogilvy & Mather, Inc.
© 25Apr68; KK205960.

They asked International Paper for a
box to ship a car in, they got a
garage. (In Look, Apr. 16, 1968,
p.96-97) Appl. author: Ogilvy &
Mather, Inc. © 16Apr68; KK205784.

IRVING, EDWARD B. ©
The best assets in your business are
30% of your customers who buy 70% of
your goods. Sheet. © 15Mar68;
KK205608.

J

JAMAICA TOURIST BOARD. ©
In Jamaica, when men go to work in
ankle length robes and ladylike
wigs, it's the law. (In Life,
May 3, 1968) Appl. author: Doyle
Dane Bernbach, Inc. © 30Apr68;
KK206749.
In Jamaica, you can sail a 19th
century rum smuggling ship over
seas. (In Life, May 24, 1968,
p.12-13) Appl. author: Doyle Dane
Bernbach, Inc. © 21May68; KK206748.
Jamaica. (In Life, Dec. 22, 1967,
p.R-15) Appl. author: Doyle Dane
Bernbach, Inc. © 27Dec67; KK204384.

JAMES, NELLIE. ©
Waysi brown gravy mix; net weight
4 oz. Slip. © 16Feb68; KK205137.
Waysi ice cream mix; weight 4 ozs.
Slip. © 26Jan68; KK204572.
Waysi pancake mix; weight 1 pound.
Sticker. © 8Mar68; KK205196.

JASCO CHEMICAL CORP. ©
Bar-B-Q cleaner does the job in
a jiffy; net wt. 15 av. ozs.
Sticker. © 13Mar68; KK205411.

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and 'round. Card. © 12Oct65;
KK206625

JILS CO.
How to sell hot water recipe.
Sheet. © Jils Co.. partnership
of Irwin Lefkowitz & Joan Lef-
kowitz; 31Jan68; KK204663.

- JOHNSON (S. C.) & SON, INC. ©
If J-Wax Kit doesn't give you a shine as good as any paste wax and a lot easier, I'll turn in my trophies, [says] Stirling Moss. (In Motor Trend, May 1968, p.25) © 1May68; KK206088.
- Watch out, it could take off even faster than Kit; weather wax. (In Home & auto retailer, Jan. 1968, p.14) © 1Jan68; KK204921.
- JOHNSON & JOHNSON, LTD. ©
J cloth all-purpose towels, chiffons J les linges tout-usage. [Canada] On folding carton. © 24Feb65; KK204313.
- JOHNSTON, BURRELL H. ©
Burlite; contents one pint. Sticker. © 14Aug65; KK204749.
- JOHNSTON, D. W. ©
More than a century of faithful service, should the need arise. 1 v. © 27Oct67; KK204798.
- JONAS BROS., INC. ©
Denver Jones African & Asiatic trophies; Feb. 1, 1968. Folder. © 20Feb68; KK205318.
- JORDAN, FRANK GEORGE.
Holey-pokey, the handy gas range tool; 98¢. Card. NM: revision & addition. © F. G. Jordan; 19Sep67; KK204246.
- K**
- KABEL ART PHOTOS.
Constitution Avenue, Washington, D.C. See BROWN & BIGELOW.
- KAGAN (VLADIMIR) DESIGNS, INC. ©
Twenty years of Vladimir Kagan designs; furniture classics for the connoisseur. 65 p. Appl. author: Vladimir Kagan. © 1Dec67; KK205115.
- KAIN, F. M. ©
Music Circus, brings a lifetime of keyboard fun. Sheet. © 20Nov67; KK204443.
- KATHER, ALFRED. ©
Idea for sale; mechanical, electric calendar shows day, date. Sheet. NM: revisions. © 7Dec67; KK204796.
- KELLOGG CO. ©
Bag and bake Country Fixin's from Kellogg's. (In The Modesto bee, Apr. 16, 1968, p.A-16) Appl. author: Leo Burnett Co., Inc. © 16Apr68; KK206390.
- Boys, girls, be a winner in Kellogg's Sweet eatin' sweetstakes. (In Wichita Falls times, Jan. 14, 1968, comic section) Appl. author: Leo Burnett Co., Inc. © 14Jan68; KK204815.
- Corn crisped chicken; corn flake crumbs. (In Good housekeeping, Jan. 1968, p.175) Appl. author: Leo Burnett Co., Inc. © 19Dec67; KK206125.
- Delicious way to get your share of iron; 40% Bran Flakes. (In The Pontiac press, Pontiac, Mich., Mar. 27, 1968, p.E-9) Appl. author: Leo Burnett Co., Inc. © 27Mar68; KK205649.
- Everyone's goin' for Kellogg's Pop-Tarts. (In Yakima herald-republic, May 8, 1968, p.26) Appl. author: Leo Burnett Co., Inc. © 8May68; KK206391.
- Frosty hermits; cooking with Kellogg's & Planters. (In Better homes and gardens, Apr. 1968, p.108) Appl. author: Leo Burnett Co., Inc. © 19Mar68; KK205651.
- He claims you can un-split a split personality; corn flakes. (In Life, Nov. 3, 1967, p.39) Appl. author: Leo Burnett Co., Inc. © 30Oct67; KK204138.
- He says you can test reality; corn flakes. (In The New Yorker, Nov. 4, 1967, p.27) Appl. author: Leo Burnett Co., Inc. © 26Oct67; KK204141.
- Kellogg's introduces 4 new frosted Pop-Tarts; cherry. (In Rochester post-bulletin, Feb. 20, 1968, p.16) Appl. author: Leo Burnett Co., Inc. © 20Feb68; KK205648.
- Lemon-freeze, make the no-bake crust with Kellogg's corn flake crumbs and no-cook filling with Realemon lemon juice and Borden's Eagle brand sweetened condensed milk. (In Sunset, June 1968, p.156) Appl. author: Leo Burnett Co., Inc. © 25May68; KK206396.
- Misdirected hostilities he calls them; corn flakes. (In The New Yorker, Nov. 18, 1967, p.164) Appl. author: Leo Burnett Co., Inc. © 16Nov67; KK204140.
- New, bag and bake Country Fixin's. (In Sunset, May 1968, p.208) Appl. author: Leo Burnett Co., Inc. © 25Apr68; KK206395.
- Put the bite on Kellogg's corn flakes. (In The News-sentinel, May 21, 1968, p.8C) Appl. author: Leo Burnett Co., Inc. © 21May68; KK206393.
- 7 cents-ible reasons to enjoy Kellogg's Raisin Bran. (In The Atlanta journal and constitution magazine, May 5, 1968, p.51) Appl. author: Leo Burnett Co., Inc. © 5May68; KK206394.
- Shop once, get 18 happy breakfasts with Kellogg's Jumbo assortment. (In The Napa register, May 15, 1968, p.4B) Appl. author: Leo Burnett Co., Inc. © 15May68; KK206392.
- A 10¢ reward for giving someone a Poke in the mouth; it's Kellogg's new light snack. (In The Yakima daily republic, Mar. 5, 1968, p.5) Appl. author: Leo Burnett Co., Inc. © 5Mar68; KK206126.
- Try this one, it's cut a little fuller; Special K. (In National geographic, May 1968, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 17Apr68; KK206397.
- Who's making news in Memphis? Kellogg's, that's who; Puffa Puffa Rice. (In The Commercial appeal, Memphis, Jan. 7, 1968, business section, p.44) Appl. author: Leo Burnett Co., Inc. © 7Jan68; KK204816.
- Win a guest role on The Monkees TV show; TV screen-stakes. (In Co-ed, Feb. 1968, p.12) Appl. author: Leo Burnett Co., Inc. Appl. ti.: Monkee's sweepstakes. © 20Jan68; KK204814.
- Word association is his name for the game; corn flakes. (In Look, Nov. 28, 1967, p.93) Appl. author: Leo Burnett Co., Inc. © 14Nov67; KK204137.
- You don't have to thaw it, mix it, or even stir it; corn flakes. Appl. ti.: Package pouring corn flakes. (In Ebony, Dec. 1967, p.155) Appl. author: Leo Burnett Co., Inc. © 16Nov67; KK204139.
- Your lucky day's comin' up; Corn Flakes. (In The Elkhart truth, Elkhart, Ind., Mar. 13, 1968, p.28) Appl. author: Leo Burnett Co., Inc. © 13Mar68; KK205650.
- KEMBRIC MANUFACTURING CORP. ©
Cordless closet light; style no.1299. Sheet. Appl. author: Herman J. Brickman. © 4Jan67; KK205486.
- Cordless flashlamp; style no.1224. Sheet. Appl. author: Herman J. Brickman. © 4Jan67; KK205488.
- Cordless power fan; style 1294. Sheet. Appl. author: Herman J. Brickman. © 4Jan67; KK205487.
- Cordless power scissors; style no.1212. Sheet. Appl. author: Herman J. Brickman. © 4Jan67; KK205489.
- KENNER PRODUCTS CO. ©
New Glow-Globs, glows in the dark in 3 bright colors; no.123A & 123B. 2 cards. © 7Dec67; KK205055.
- KENRO CORP. ©
Prices & specifications, effective November 1, 1967; Kenro 10-15 console. Sheet. © 15Jan68 (in notice: 1967); KK204914.
- KERNS, JAMES T.
Groovy's great for your golf game. Card. © James T. Kerns & Robert D. Parker; 1Mar68; KK205871.
- KEystone LUBRICATING CO.
Han-Key, waterless hand soap; net wt. 15 oz. On wrapper. © Keystone Lubricating Co., a sub. of Pennsalt Chemicals Corp.; 23May68; KK206642.
- KIDDE (WALTER) & CO., INC. AIR-TECH INDUSTRIES, INC. DIVISION. See AIR-TECH INDUSTRIES, INC.
- KIMBERLY CHEMICALS, INC. ©
Celolite instant spray enamel; net wt. 13 oz. Copy by Wilbert B. Hanft, design by Stein Eidel. Sticker. © 1Mar68; KK206233.
- KIMBERLY-CLARK. ©
Behold, the total new look in tissues; Kleenex. (In Parade, Oct. 8, 1967, p.6-7) © 8Oct67; KK204385.
- New Kleenex designer tissues. (In Parade, Oct. 8, 1967, p.6-7) © 8Oct67; KK204387.
- Remember how simple life used to be? (In Redbook, Aug. 1967, p.123) © 28Jul67; KK204388.
- KING FEATURES SYNDICATE, INC. ©
Felix the Cat game; 4019. Milton Bradley Co. On wrapper. © 1Mar68; KK206534.
- KING-SEELEY THERMOS CO. ©
A completely new concept in camp stoves, Thermos Jet-Air forced draft charcoal stove. Sheet. © 6Nov67; KK204195.
- Insulated new lunch kit. Sticker. Appl. ti.: Thermos brand insulated lunch kit. © 5Jan68 (in notice: 1967); KK204629.
- Magnetic game school lunch kits by Thermos; Campus queen. Sheet. Appl. ti.: Thermos brand magnetic game school lunch kits catalog page. © 1Apr68; KK205537.
- New, high impact molded chests; no.7719. Sheet. © 7Feb68; KK204872.
- New Thermos, foremost brand in outdoor living, vinyl covered foam cooler cushion. Sheet. © 15Mar68; KK205374.
- Thermos brand goes psychedelic with mod bongos; no.6674. Sheet. © 1Apr68; KK205536.
- Thermos brand school kits keep pace with young America; no.9804. Folder. © 1Apr68; KK205535.
- Thermos camp stoves, camp lanterns. Folder. © 6Nov67; KK204198.
- Thermos cot and camping pads, sleeping bag mattresses. Sheet. © 6Nov67; KK204348.

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Thermos molded polypropylene picnic
jugs. Sheet. © 6Nov67; KK204197.
Thermos insulated lunch kit complete
with Keapsit vacuum bottle. Sheet.
© 10Jan68 (in notice: 1967);
KK204350.
Thermos sleeping bags. Folder.
© 6Nov67; KK204194.
Thermos tents, a complete line for
campers and sportsmen. Folder.
© 6Nov67; KK204349.
Worthall by Thermos, wide mouth
vacuum bottles. Sheet.
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KING'S COMMAND MEATS, INC. ©

Sunnee brand, 4 beef broiler steaks;
net wt. 15 1/2 oz. On folding
carton. © 6Feb68; KK205300.
Sunnee brand, 2 beef broiler steaks;
net wt. 10 1/4 oz. On folding
carton. © 6Feb68; KK205301.

KIRSHNER ENTERTAINMENT CORP. ©

Golden rainbow; Steve Lawrence &
Eddie Gorme; KOM-1001. Record
sleeve. © 29Feb68; KK205911.

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manent press finish. Card.
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Announcing a new group of two-bed-
room apartments, still 127.50.
Rushwood, another living idea.
(In The Sunday bulletin, Feb. 18,
1968, p.5) © 18Feb68 (in notice:
1967); KK205937.
Another living idea from the Korman
Corporation; Georgetown, overlook-
ing Huntingdon Valley. (In The
Sunday bulletin, Feb. 4, 1968,
p.12) © 4Feb68 (in notice: 1967);
KK205943.
Now live the easy Parkwood life in
a completely customized home;
Parkwood Gate, another living idea.
(In The Philadelphia inquirer,
Jan. 28, 1968, p.4) © 28Jan68
(in notice: 1967); KK205944.
Philadelphia is just outside of
Salem Harbour; another living idea
from the Korman Corporation. (In
The Philadelphia inquirer, Jan. 28,
1968, p.9) © 28Jan68 (in notice:
1967); KK205940.
Rushwood, another living idea from
the Korman Corporation. (In
The Evening bulletin, Feb. 23,
1968, p.41) © 23Feb68 (in notice:
1967); KK205936.
Rushwood, another living idea from
the Korman Corporation. (In
The Philadelphia inquirer, Jan. 28,
1968, p.9) © 28Jan68 (in notice:
1967); KK205941.
Rushwood, another living idea from
the Korman Corporation. (In
The Sunday bulletin, Feb. 4, 1968,
p.13) © 4Feb68 (in notice: 1967);
KK205938.
Salem Harbour, a far-away place just
fifty paces from Philadelphia; an-
other living idea from the Korman
Corporation. (In The Philadelphia
inquirer, Feb. 4, 1968, p.10)
© 4Feb68 (in notice: 1967);
KK205939.
Take this list when you go house-
hunting today; then come see
Georgetown, another living idea.
(In The Philadelphia inquirer,
Jan. 28, 1968, p.3) © 28Jan68;
KK205302.
Take this list when you go house-
hunting today; then come see
Georgetown, another living idea.
(In The Philadelphia inquirer,
Feb. 4, 1968, p.5) © 4Feb68;
KK205942.

KRAUSE, GERALD E.

Here's the scoop on Logictrol III.
See E K PRODUCTS, INC.

L

L & N CO. ©

Golden Mini-Sigs, permanent, stick-on
use outdoors or indoors. Sticker.
© 23Oct67; KK205400.

LA-Z-BOY CHAIR CO. ©

Beauty is more than skin deep with
La-Z-Boy. (In American home,
May 1968, p.112) © 23Apr68;
KK206119.

Look, mom, no hands. (In House
beautiful, Mar. 1968, p.41)
© 20Feb68; KK205472.

The most comfortable part of your
day, La-Z-Boy Reclina-Rocker.
(In Better homes and gardens,
Apr. 1968, p.137) © 15Mar68;
KK205473.

LACLEDE GAS CO. ©

Gas heat makes winter wonderful.
Mamma bear & baby bear. (In
St. Louis post-dispatch, Jan. 18,
1968, p.7-A) Appl. author: D'Arcy
Advertising Co. © 18Jan68;
KK204558.

LAKE, T. P.

Forest falls. See BROWN & BIGELOW.

LAKE, THOMAS PETERS.

Lake Wenatchee, Washington. See
BROWN & BIGELOW.
Swan Range, Montana. See BROWN &
BIGELOW.

LAKELAND NURSERIES SALES CORP. ©

Amazing groundcover discovery needs
no fertilizing; Coronilla. Sheet.
© 5Feb68; KK206731.
Amazing groundcover discovery turns
clay, sandy ... into blazing sheets
of bloom; Coronilla. Sheet.
© 5Feb68; KK206730.

Hailed as the greatest blooming red
red rose of all time. Sheet.
© 5Feb68; KK206729.

News from Lakeland; giant everbloom-
ing violas. [Envelope] © 5Jan68;
KK206728.

News from Lakeland, thank you for
your recent order. [Envelope]
© 5Jan68; KK206752.

LAMAGNA RAVIOLI CO., INC. ©

Cheese ravioli, 36 medium; net wt.
16 ozs. On wrapper. Appl. au-
thor: Anthony J. LaMagna.
© 24Mar68; KK205748.

LAMUNYON BROS. See SOUTHWEST SOUNDS
CO.

LANGER, DAVID.

Israel handcraft. Sheet. Appl. ti.:
Israel handcraft, sabra.
© 4Jan68; KK20598.

LANTZ (WALTER) PRODUCTIONS, INC. ©

Walter Lantz Funorama; paint palette,
brush, paint by number; 6049:129.
Saalfeld Pub. Co. On wrapper.
© 11Dec67; KK206908.

Walter Lantz Rub-a-pencil, and sur-
prise pictures will appear; 3 to 7
years; 6 books and a pencil;
5038:129. Authorized ed. Saal-
field Pub. Co. On wrapper.
© 4Dec67; KK206899.

LANVIN PARFUMS. ©

Arpege fluffed it; A Veil of Arpege
Fluff. (In Glamour, May 1968,
p.81) © 20Apr68; KK205947.
Yesterday you couldn't buy it; Fluff.
(In The New Yorker, May 4, 1968,
p.32) © 1May68; KK206038.
Yesterday you couldn't buy it,
tomorrow you won't be able to live
without it; A Veil of Arpege Fluff.

(In Chicago tribune, Apr. 22, 1968,
section 1C, p.6) © 22Apr68;
KK205997.

LAPHAM, VIVIANNE.

And I'll see you again next month,
I collect for other charities, too.
See BROWN & BIGELOW.

Hey, Charlie, guess what, three
stewardesses just moved in next
door. See BROWN & BIGELOW.

I know, Roy, but this neighbor was
having this hat part, see. See
BROWN & BIGELOW.

I think I'd better hang up now, Erma,
I smell something burning, I think
it's my husband. See BROWN & BIGE-
LOW.

We're getting up a petition to have
you evicted and we need just one
more signature, I wonder if you'd
be so kind. See BROWN & BIGELOW.

When you moved in, I suppose they
didn't mention the water in the
basement, huh. See BROWN &
BIGELOW.

Yes, wrapping a neighbor kid's
Christmas bike does present certain
challenges. See BROWN & BIGELOW.
You mean you folks are moving, the
kids too. See BROWN & BIGELOW.

LAUBER, AVERY J. ©

Sundots, magic movable sunshades.
On wrapper. © 1May68; KK206759.

LAURI ENTERPRISES.

Alph-A-Space, another play 'n learn
toy. On wrapper. © Esther L.
Sibulkin, operating business as
Lauri Enterprises; 1Apr63;
KK204165.

Fit-a-space, another Play 'n' learn
toy; no.FS-T-P. On wrapper.
© Esther L. Sibulkin, operating
business as Lauri Enterprises;
1May61; KK204199.

LEE (H. D.) CO., INC. ©

Lee-prest with the new rain & soil
repeller. Card. © 16Feb68;
KK205032.

LEE METAL PRODUCTS. ©

Big quality, bigger value, biggest
sizes, steel cabinet sale. Sheet.
© 5Jun68; KK206622.

Big quality, bigger value, biggest
sizes. steel cabinet sale. Sheet.
© 5Jun68; KK206623.

Big, roomy, practical steel cabinets.
Sheet. NM: revision. © 22May68;
KK206373.

Group D. Sheet. NM: revision.
© 22May68; KK206374.

Mirrored top ... steel vanity cabinet.
Sheet. NM: revisions. © 2Jan68;
KK204492.

Money saving, space saving special;
extra large, extra space steel
cabinets. Sheet. NM: revisions.
© 2Jan68; KK204490.

S68-3 Lee Metal Products, 1968
group A, B, C; double door utility
cabinet. 3 sheets. NM: revision.
© 2Jan68; KK204559.

So beautiful, fits perfectly into
every room, solid wood louver doors.
Sheet. NM: revisions. © 2Jan68;
KK204491.

Storage problems? Solve 'em, big
steel cabinets extra space savers.
Sheet. © 5Jun68; KK206624.

Vacationland storage values; S68-8;
steel cabinet specials. Sheet.
NM: revision. © 2Jan68; KK204560.

LEEMING DIVISION, CHARLES PFIZER & CO.,
INC. See PFIZER (CHARLES) & CO.,
INC. LEEMING DIVISION.

LEES CARPETS. ©

The cricket carol, Monday on the
NBC TV Danny Thomas Hour. (In
Home furnishings daily, Dec. 13,
1967, p.12) Appl. author: Doyle
Dane Bernbach, Inc. © 13Dec67;
KK204875.

- Okay everybody, take off your shoes and socks; now go out side and play on the carpet. (In Suaset, Apr. 1968, p.245-247) Appl. author: Doyle Dane Bernbach, Inc. © Lees Carpets (in notice: Lees Carpets, division of Burlington Industries); 27Mar68; KK206200.
- LEFKOWITZ, IRWIN. See JILS CO.
- LEFKOWITZ, JOAN. See JILS CO.
- LEHN & FINK PRODUCTS. © Don't let the garbage get you down, get out the Lysol. (In Scranton times, Mar. 21, 1968) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 21Mar68; KK206490.
- You're not the only one who's happy with Lysol. (In Birmingham post-herald, May 2, 1968, p.15) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 2May68; KK206489.
- LE MANS, INC. © Numero Uno presents a business proposition; this new men's toiletry line will build year round sales. (In Beauty fashion, Apr. 1968, p.23-25) Appl. author: Foote, Cone & Belding. © 10Apr68; KK206338.
- The search for a man's cologne ends here; Numero Uno. (In Time, Sept. 29, 1967, p.76) Appl. author: Foote, Cone & Belding. © 26Sep67; KK204420.
- LEMPCO INDUSTRIES, INC. © DMP, die & mold preservative; net contents 15 ozs. avoird. Sticker. © 13Jun68; KK206743.
- PBL, precision bearing lubricant; net contents 15 ozs. avoird. Sticker. © 13Jun68; KK206744.
- LEOPARD RECORDS. Leopard Records; Work song, Larry Celsi. Sticker. © Lawrence G. Celsi d.b.a. Leopard Records; 12Oct67; KK205008.
- LEVEY (M. N.) CO. © Hi, here's your good morning news; Doraty Chrysler-Plymouth, Inc. Card. Appl. author: Mervin N. Levey. © 21Nov67; KK204481.
- LIBIDO PLUS. Libido Plus, a dietary supplement; 60 capsules. Sticker. © K. B. Cochran, sole owner of Libido Plus; 1Mar67; KK206004.
- LIEBIG, J. © Now, the ever popular, darling cowboy boot in easy lace up. Sheet. Appl. ti.: Direction sheet for assembling cowboy boot kit lace up model imitation leather. © 19Feb68; KK205975.
- LILLY PRODUCTS CO. © Duzzit destroys bacteria and odors; net contents: 7 oz. Sticker. © 3Aug67; KK204200.
- LIN-BROOK HARDWARE. © Snail and slug pellets; net wt. 2 1/2 lbs. On box. Appl. author: Howard L. Baxter. © 27Jul67; KK205729.
- Sulfate of ammonia; net weight 20 pounds. On bag. Appl. author: Howard L. Baxter. © 7Apr67; KK205728.
- Water softener salt; 50 lbs., size no.2, large. On bag. Appl. author: Howard L. Baxter. © 5May67 (in notice: 1966); KK205727.
- LINCOLN DENTAL SUPPLY CO. © Thrift guide. 30 p. Appl. author: Jerome A. Lincoln. © 12Oct67; KK205022.
- LIPPINCOTT (J. B.) CO. © Doctor Dolittle: a treasury, Hugh Lofting, only 4 days left to buy. (In The New York times, Dec. 20, 1967, p.46M) NM: text. © J. B. Lippincott Co.; 19Dec67; KK205594.
- Doctor Dolittle: a treasury, Hugh Lofting, the man most likely to succeed in December, 1967. (In The New York times book review, Nov. 19, 1967, p.27) © 13Nov67; KK205595.
- Newsweek asks: Will success spoil Doctor Dolittle? Doctor Dolittle: a treasury, The voyages of Doctor Dolittle. (In The New Yorker, Feb. 3, 1968, p.110) NM: compilation, new writing. © 31Jan68; KK205593.
- LOCTITE CORP. © Chrysler cuts M-60 stud assembly costs, improves reliability with Loctite stud lock. Sheet. (Application case history, no.831) © 18Sep67; KK205664.
- Cuts manufacturing costs, improves reliability with Loctite impact resistant adhesive 308. Sheet. (Application case history, no.832) © 18Sep67; KK205669.
- Four railroad maintenance applications cuts labor costs, ups part reliability. Sheet. (Application case history, no.836) © 31Dec67; KK205670.
- How Loctite stud lock helps IH beef up wheel reliability, cut rework. Sheet. © 29Aug67; KK205665.
- Key Fit; new 9.95 maintenance kit prevents failures in keyed joints, restores fit to worn keyways. Sheet. © 30Aug67; KK205663.
- Machine tool restored to .00005 accuracy with Loctite bearing mount. Sheet. (Application case history, no.835) © 1Dec67; KK205668.
- Method of fitting bearings in Concorde planes can be adopted by many U.S. industries. Sheet. (Application case history, no.834) © 18Sep67; KK205667.
- Resin bonding agent holds drill bushings in position. Sheet. (Application case history, no.833) © 18Sep67; KK205666.
- LONG ISLAND SALT WATER TAFFY CO. © Salt water taffy; 14 ozs. wrapped candies. On wrapper. © 24Jun68 (in notice: 1963); KK206916.
- LONGLIFE FISH FOOD PRODUCTS. Algi-Stop; no.400. Card. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 10Oct67; KK204434.
- Clearax temporary aid in clearing aquarium water; net wt. 0.27 oz. avoird; no.424. Card. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 23Oct67; KK204890.
- Filter fibre, a scientifically created filtration material for ... your aquarium fish; net wt. 3.4 oz. On bag. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 5Feb68; KK206513.
- Sea gems for a more beautiful aquarium; net weight 5 pounds avoird. On bag. © 2Jun67; KK204244.
- LOPEZ (PEPE) IMPORT CO., LTD. © Viva Pepe Lopez and the tequila revolution. (In Patterson's California beverage gazetteer, Mar. 1968, p.78) Appl. author: Botsford, Constantine & McCarty, Inc. © 1Mar68; KK206005.
- LORILLARD (P.) CO., INC. © America's fastest-moving reduced tar-and-nicotine cigarette; True. (In Vend, Oct. 1, 1967, p.8) Appl. author: Foote, Cone & Belding. NM: addition. © 10Oct67; KK204424.
- Hand a friend a True and watch her light up. (In Parade (Independent press-telegram & evening news), Mar. 10, 1968, p.3) Appl. author: Foote, Cone & Belding. © 10Mar68; KK205242.
- Hand a friend a True, and watch him light up. (In Parade (Arkansas gazette) Jan. 14, 1968, p.3) Appl. author: Foote, Cone & Belding. © 14Jan68; KK204431.
- Hand a friend a True, and watch him light up. (In Parade, Mar. 24, 1968, p.3) Appl. author: Foote, Cone & Belding. © 24Mar68; KK205403.
- Hand a friend a True and watch him light up. (In Parade (Sun telegram) Feb. 11, 1968, p.3) Appl. author: Foote, Cone & Belding. © 11Feb68; KK205237.
- Hand a friend a True, and watch him light up; True cigarettes. (In This week magazine (The Tampa tribune) Apr. 7, 1968, p.3) Appl. author: Foote, Cone & Belding. © 7Apr68; KK206350.
- If you can't tell one filter cigarette from another, try us; True. (In Sports illustrated, Sept. 25, 1967, p.4 of cover) Appl. author: Foote, Cone & Belding. © 21Sep67; KK204403.
- It's 1968, shouldn't your brand be True? (In New York post, Jan. 2, 1968, p.19) Appl. author: Foote, Cone & Belding. © 2Jan68; KK204923.
- Make room for the big boys; True. (In Vend, Sept. 15, 1967, p.17) Appl. author: Foote, Cone & Belding. © 15Sep67; KK204411.
- Never loses its cool; True menthol cigarettes. (In Daily defender, Chicago, Mar. 5, 1968, p.9) Appl. author: Foote, Cone & Belding. © 5Mar68; KK205787.
- New True menthol green, have a sip. (In Dixie, Sept. 24, 1967, p.19) Appl. author: Foote, Cone & Belding. © 24Sep67; KK204430.
- New true menthol green, have a sip; True menthol cigarettes. (In Dixie, July 23, 1967, p.18-19) Appl. author: Foote, Cone & Belding. © 23Jul67; KK204487.
- New true menthol green, have a sip; True menthol cigarettes. (In Dixie, Aug. 27, 1967, p.22) Appl. author: Foote, Cone & Belding. © 27Aug67; KK204486.
- Stock the two green and blue; True. (In Vend, Apr. 1, 1967, p.24-25) Appl. author: Foote, Cone & Belding. © 1Apr67; KK204410.
- LUCKY STORES, INC. © Discover what's in a name; Lucky discount supermarkets. (In Life, July 28, 1967, p.R1) © 28Jul67; KK204592.
- First Lucky leads, others follow ... low discount prices; Gerber's baby food. (In Los Angeles times, Feb. 8, 1968, p.21, pt.7) © 8Feb68; KK206042.

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LUCKY STORES, INC. ©-Con.

First supermarket chain to drastically reduce food prices; frying chicken. (In The San Diego union, Jan. 18, 1968, p.F6-7) © 18Jan68; KK206041.

First supermarket chain to introduce money-saving key buys; baby food. (In The San Diego union, Jan. 25, 1968, p.B6-7) © 25Jan68; KK206043.

Food Basket bonded meats carry a money back guarantee. (In Daily times advocate, Feb. 28, 1968, p.C-2) © 28Feb68; KK206045.

I saved \$2.98 by shopping at Lucky. [Endorsed by Marilyn Neish] (In Oakland tribune, Nov. 8, 1967, p.11-A) © 8Nov67; KK204596.

Lucky brings you even greater savings with low discount prices and single item pricing; cling peaches. (In The Phoenix gazette, Jan. 11, 1968, p.60) © 11Jan68; KK206040.

Lucky is number one with true discount pricing. (In Valley advertiser/herald tribune, Feb. 15, 1968, p.252-253) © 15Feb68; KK206044.

Lucky selects just from the finest, only 1 out of 5 is good enough. (In Los Angeles times, Mar. 21, 1968, p.23, pt.6) © 21Mar68; KK206048.

Lucky takes the confusion out of food pricing with single-item pricing. (In Los Angeles times, Jan. 4, 1968, p.19, pt.5) © 4Jan68; KK206052.

Lucky, the leader in discount food pricing. (In San Francisco chronicle, Jan. 3, 1968, p.24-25) © 3Jan68; KK204594.

Only 1 out of 5 is good enough for Food Basket! (In The San Diego union, Mar. 14, 1968, p.B4-5) © 14Mar68; KK206047.

Others make claims but only Lucky discounts every dept. (In Los Angeles times, Jan. 11, 1968, p.19, pt.5) © 11Jan68; KK206051.

Supermarket multiple pricing can lead you astray, Food Basket has taken the confusion out of food costs with single-item pricing. (In Daily times-advocate, Apr. 17, 1968, p.B6) © 17Apr68; KK206050.

We saved \$2.62 by shopping at Lucky. [Endorsed by Mr. & Mrs. Gene Heid] (In Santa Cruz sentinel, Nov. 8, 1967, p.28) © 8Nov67; KK204595.

When it comes to meat, Food Basket is very selective. (In Daily times advocate, Mar. 6, 1968, p.A8) © 6Mar68; KK206046.

You don't have to be a mathematician to find Food Basket's single-item low discount price. (In The San Diego union, Mar. 28, 1968, p.B4-5) © 28Mar68; KK206049.

LUCKY STORES, INC. See EAGLE STORES.

LUDLOW, J. S. C. ©

A gift from the. Sheet. Appl. author: Jo Ann Ludlow. Appl. ti.: General store. © 1Mar68; KK205431.

A gift from the Emporium. Sheet. Appl. author: Jo Ann Ludlow. © 1Mar68; KK205430.

Gingerbread boys & girls; net wt. 5 ozs. Sticker. Appl. author: Jo Ann Ludlow. © 22Apr68; KK205969.

LUXCOACH, LTD. ©

Europe road distances driving time. Basel, Switzerland. Folder. © 18Nov66; KKF52.

LUXOR LIGHTING PRODUCTS, INC. ©

Candle-flame. Sheet. © 29Dec67; KK204499.

Color-flame. Sheet. © 5Jan68; KK204500.

The crystalite Sho-globe, the ultimate in decorative lighting. Sheet. © 8Mar68; KK205256.

Elegance, excitement in the glowing, dancing light of flicker flame. Sheet. © 22Sep67; KK204789.

Glamour comes to light with these diminutive candelabra bulbs by Luxor. Sheet. © 4Apr68 (in notice: 1964); KK205671.

Krypton by Luxor. Folder. © 7Jun68; KK206720.

M

MCCAFFERTY, PHIL.

Gibraltar Rock, Wisconsin. See BROWN & BIGELOW.

MCCORMICK & CO., INC. ©

Beef flavored au jus mix; 1 oz. net wt. Sticker. © 18Jan68; KK204667.

Lemon & pepper seasoning for meats, salads, vegetables; 3 1/4 ozs. net wt. Sticker. © 15Apr68; KK205968.

McFARLAN, KENNETH S., JR. See ROTO-MATE CO.

MCGINNIS, TERESA.

Teresa McGinnis has a very unusual typewriter. See SABEAN, IRENE.

MCGUIRE CO.

Rattan with rawhide. 1 v. Appl. author: John C. McGuire. © McGuire a.a.d.o. McGuire Co.; 8Mar68; KK206723.

MCILHENNY CO. ©

All pepper sauce is not Tabasco. (In Volume feeding management, Jan. 1968, p.4) Appl. author: Fitzgerald Advertising, Inc. © 20Dec67 (in notice: 1968); KK204584.

Good things come in big packages, too; Tabasco. (In Volume feeding management, Mar. 1968, p.4) Appl. author: Fitzgerald Advertising Co. © 19Feb68; KK205591.

Here's how your customers tell, you insist on quality; Tabasco brand pepper sauce. (In Volume feeding management, May 1968, p.14) Appl. author: Fitzgerald Advertising, Inc. © 17Apr68; KK206326.

Now we can jazz up the flavor of our C-rations, thanks to our free Charlie ration cookbook. (In Leatherneck, Apr. 1968, p.8) Appl. author: Fitzgerald Advertising, Inc. © 25Mar68; KK206195.

P. F. Pfeister Co. provisions; Tabasco brand pepper sauce. (In Grocers' spotlight, May 6, 1968, p.14) Appl. author: Fitzgerald Advertising, Inc. © 6May68; KK206252.

Yo ho ho, new 5 minute seafood sauce; Tabasco. (In Family circle, Mar. 1968, p.20) Appl. author: Fitzgerald Advertising, Inc. © 20Feb68; KK205590.

MCQUADE DIVISION, SAPOLIN PAINTS, INC. See SAPOLIN PAINTS, INC. MCQUADE DIVISION.

MAHER, ANA.

Cucumbers and beauty. See MAHER (ANA) INC.

MAHER (ANA) INC. ©

Cucumbers and beauty, by Ana Maher; Cucumbers Frost. (In Ladies' circle magazine, July, 1968, p.71) © 10Jun68; KK206765.

MAICO HEARING INSTRUMENTS. ©

Enjoy better hearing with Maico, most respected name in hearing. 1 v. © 19Jan68; KK204538.

MALE HEALTH CLINIC. ©

Married men. Folder. Appl. author: Harry Linton. © 20Oct67; KK204752.

Pro"lon; step no.1, step no.2. On folding carton. Appl. author: Harry Linton. © 20Oct67; KK204750.

MALLINCKRODT CHEMICAL WORKS. ©

Spring-bak; 8175. Sticker. © 1Jun67; KK204362.

MANCHESTER TOOLS.

Price list for cutoff grooving and trepanning tools; prices effective March 1, 1968. 11 p. Appl. author: Sam Pollard. © Warner & Swasey Co. (in notice: Manchester Tools, division of Warner & Swasey Co.); 1Mar68; KK206477.

MANSON ENTERPRISES, INC. ©

Snap Judgment, the challenging word association game; 4861. Milton Bradley Co. On wrapper. © 1Mar68; KK206646.

MANUFACTURERS' COUNCIL OF NEW BRITAIN (CONN.)

Opportunity; we've got it here. (In New Britain herald, Jan. 23, 1968, p.3) Appl. author: Underwood, Jordan Associates, Inc. © Manufacturers' Council of New Britain; 23Jan68; KK204522.

MANY, BLANC & CO. ©

Introducing a famous brandy, J. Bavet. (In Northwest beverage journal, Oct. 1966, p.75) © 10Oct66; KK205679.

MAR-KEN ENTERPRISES. ©

Astro-Add, a game of strategy for 2, 3 or 4 players. On wrapper. © 18Apr68; KK206323.

MARANTZ CO., INC. ©

Our competition builds some pretty good stereo receivers. (In Hi fi stereo review) © 16May68; KK206888.

MARINE DIVISION, RUBBERMAID, INC. see RUBBERMAID, INC.

MASSON (PAUL) VINEYARDS. ©

An American wine is finally cracking the European market; pinot noir. (In Time magazine, Dec. 8, 1967, p.85) © 8Dec67; KK204259.

The champagne curtain, most Americans don't know it exists. (In The New Yorker, Dec. 16, 1967, p.107) © 16Dec67; KK204291.

Gifts by Paul Masson, California wines, champagnes and brandy; crackling rosé. Folder. NM: additions & revision. © 1Sep67; KK205010.

MEAD JOHNSON & CO. ©

I gained 5 lbs. and look so much better in my clothes, Nutrament helped me do it. [Endorsed by Nancy De Carl] (In TV guide, Feb. 24 - Mar. 1, 1968, p.1) Appl. author: Needham, Harper & Steers, Inc. © 21Feb68; KK205123.

Nutrament helped me gain about 10 lbs., I feel and look a lot better. [Endorsed by Tom Holland] (In TV guide, Jan. 20-26, 1968, p.11.) Appl. author: Needham, Harper & Steers, Inc. © 17Jan68; KK204972.

Nutrament helped me gain 7 lbs., I feel more self-confident. (In Life, Mar. 15, 1968, p.77) Appl. author: Needham, Harper & Steers, Inc. © 5Mar68; KK205416.

Nutrament: you drink it to gain weight. (In TV guide, May 18-24, 1968, p.A-1) © 15May68; KK206510.

The quick and easy 375 calorie liquid food; Nutrament. (In Athletic Journal, Jan. 1968, p.63) Appl. author: Needham, Harper & Steers, Inc. © 5Jan68; KK205088.

10¢ says Get Up & Go is a better instant breakfast. (In The Daily record, Wooster, Ohio, Dec. 6, 1967, p.16) Appl. author: Needham, Harper & Steers, Inc. © 6Dec67; KK204590.

We've fixed you a better instant breakfast; Get up & go. (In Jacksonville Journal-courier, Ill., Nov. 9, 1967, p.16) Appl. author: Needham, Harper & Steers, Inc. © 9Nov67; KK204204.

We've fixed you a better instant breakfast; Get up & go. (In The Daily record, Wooster, Ohio, Nov. 8, 1967, p.16) Appl. author: Needham, Harper & Steers, Inc. © 8Nov67; KK204205.

Why should you switch to Get Up & Go instant breakfast. (In The Daily record, Wooster, Ohio, Nov. 10, 1967, p.12) Appl. author: Needham, Harper & Steers, Inc. © 10Nov67; KK204591.

MEGO CORP. ©
Maddie Mod go go watch. On box. © 6Oct67; KK205994.

MEISTER PUB. CO. ©
Farm chemicals, 1967 handbook. 590 p. © 16Jan67; KK204203.

MERCK & CO., INC. ©
Bugs that bother horses and how to control them; Top Form insecticide & repellent spray. (In Western livestock journal, Sept. 1967, p.75) © 25Aug67; KK205581.

Formula for a healthy horse: one part Top Form concentrated conditioner, two parts your faithful care. (In American Shetland pony journal, Apr. 1967, p.12-13) © 1Apr67; KK205579.

Formula for a healthy horse: one part Top Form concentrated conditioner, two parts your faithful care. (In The Quarter horse journal, May 1967, p.121) © 1May67; KK205582.

Free, professional farrier's hoof pick with each purchase of Top Form hoof dressing. (In The Blood-horse, Apr. 22, 1967, p.980) © 22Apr67; KK205893.

From Merck, a new kind of line for a new kind of customer; Top Form concentrated conditioner. (In American druggist, Nov. 7, 1966) © 7Nov66; KK206742.

There's a new and better way to care for a horse; Top Form concentrated conditioner. (In Hoofs & horns, Feb. 1967, p.18-19) © 28Jan67; KK205578.

Top Form shampoo and coat conditioner makes the sunlight dance along his coat. (In Hoofs & horns, July 1967, p.1) © 28Jun67; KK205577.

Top Form, the first complete line of horse care products that makes sense in feed and farm supply stores. (In Farm store merchandising, Apr. 1967, p.24-25) © 27Mar67; KK205580.

MERIT CLOTHING CO. ©
Need an easy new profit making idea? Just use our head. Folder. Appl. author: Keller-Crescent Co. © 19Jan68; KK204514.

MERRIAM (G. & C.) CO. ©
How much money are you losing having letters retyped; Webster's seventh new collegiate dictionary. (In Modern office procedures, Feb. 1968, p.21) © 1Feb68; KK204970.

Why colleges recommend this graduation gift; Webster's seventh new collegiate dictionary. (In McCall's, May 1968, p.134) © 22Apr68; KK205979.

MERRILL, LYNCH, PIERCE, FENNER & SMITH, INC. ©
How we work, employees handbook. 64 p. NM: revision. © 1Mar68; KK205276.

MERRY MANUFACTURING CO. ©
Dresser set; no.1921. Card. © 18Dec67 (in notice: 1968); KK204209.

Dresser set; no.1922. Card. © 18Dec67 (in notice: 1968); KK204214.

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Mirror set; no.1911. Card. © 18Dec67 (in notice: 1968); KK204210.

Mirror set; no.1912. Card. © 18Dec67 (in notice: 1968); KK204211.

Mirror set; no.1913. Card. © 18Dec67 (in notice: 1968); KK204212.

Mirror set; no.1914. Card. © 18Dec67 (in notice: 1968); KK204213.

METAFRAME CORP. ©
How to use and care for your new model 800 air pump. Folder. © 6Dec67; KK204456.

METRO-GOLDWYN-MAYER, INC. ©
Off to see the Wizard game; for 2 thru 5 players; 4852. M. Bradley Co. On wrapper. © 1Jan68; KK205530.

MICHAEL'S ARTISTS & ENGINEERING SUPPLIES, INC. ©
A complete selection of the finest quality materials for the artist, draftsman, and engineer. 196 p. © 2May67; KK204195.

MICHIGAN SAVINGS & LOAN LEAGUE. ©
Multiplying your money. 1 v. © 1Nov67; KK204231.

MIDWEST SPECIALTY BAG CO. ©
Fresh Bake. On bag. © 13Dec67; KK204874.

MILES LABORATORIES, INC. CONSUMER PRODUCTS DIVISION. ©
Winter windfall; vitamins. 2 folders. © 28Dec67 (in notice: 1968); KK204755.

MILES SHOES.
Girlfooting New York style. Folder. © Miles Shoes, division of Melville Shoe Corp.; 29May68; KK206431.

MILLER, ROBERT W. ©
This is a Republican, contents: everything man bird has done since taking office. On can. © 30Jan68; KK204668.

MILLER BREWING CO. ©
How Miller makes it right; High Life. Folder. © 3Jan68; KK204452.

MINNESOTA MINING & MANUFACTURING CO.
All around the house protection: new Scotch protector pads. (In Better homes & gardens, Aug. 1967, p.30) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 13Jul67; KK204662.

Special offer, this Thermos patio light, only \$7.95, with plaid tab from Scotch brand tape. (In McCall's, Apr. 1968, p.83) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Mar68; KK206704.

This bouncy little doo-dad protects your furniture; Scotch protector pads. (In Better homes & gardens, June 1967, p.102) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 11May67; KK204661.

Win a dream vacation for two in the Scotch brand tape-a-trip sweepstakes. (In Life, Aug. 4, 1967, p.13) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 31Jul67; KK205527.

MIRACO MANUFACTURING CO., INC.
Magic Maid all purpose cleaning concentrate, bio-degradable; contents 1 gallon. Sticker. © Miraco Manufacturing, Inc. (in notice: Miraco Manufacturing Co., Inc.); 1Aug67; KK205723.

MOBIL OIL CORP. ©
Legally insane. (In Life, Dec. 22, 1967, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 20Dec67; KK204828.

This morning, start cleaning your engine on the way to work. (In Grand Rapids press, Nov. 27, 1967, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov67; KK204827.

MOLSBERRY ADVERTISING. ©
When you reach for the moon in car wash profits, you'll discover why Palmer Hookless conveyors are still the best. Folder. Appl. author: Molsberry Advertising, M. Keith Molsberry. © 5Jun67; KK205977.

MONAGHAN, RICHARD PAUL.
Pemberton's 10-0-2 fisherman's plastic. Sheet. © Richard Paul Monaghan & Maurice Pemberton Barton; 22Apr68; KK206614.

MONARCH, S. C. See UNITED STATES EMERGENCY MEDICAL IDENTIFICATION BUREAU.

MONSANTO CO. ©
Highway robbery at all Lion stations, imported fine china. (In Dallas morning news, Apr. 12, 1966, p.10A) © 12Apr66; KK205415.

MOOG INDUSTRIES, INC. ©
Are your tires worn like this? [Display kit] Appl. author: Paul Flum. © 9Feb68; KK205179.

Wheel to wheel security alignment service, complete 8-point safety check. Sticker. Appl. author: Hubert Calmus Moog. © 1Jun68; KK206880.

MORGAN CO. ©

Pre-assembled Uni-Flite package stairways M-857P and M-858P; installation instructions. Folder. © 1Nov67; KK205621.

Uni-Flite package stairways; instructions for converting. Folder. © 1Nov67; KK205632.

Uni-Flite package stairways M-857P and M-858P; assembly and installation instructions. Folder. © 1Nov67; KK205633.

MORTON INTERNATIONAL, INC. SIMONIZ CO. DIVISION. See SIMONIZ CO.

MOSSY MOTORS, INC. ©

Mossy Oldsmobile for great deals in the youngmobile. (In The Times-picayune, Feb. 3, 1968, p.11) Appl. author: Fitzgerald Advertising, Inc. © 3Feb68; KK204971.

MOTLEY (ROBERT) PRODUCTS.

Keep up with modern medical techniques; this is the latest thing for pediatricians, baby rattlers. Sheet. © Robert Motley Products, solely owned by Robert L. Motley; 22Feb68; KK206319.

MOTLOID CO. ©

The patients' smile mirrors your craftsmanship. On bag. Appl. author: Alexander B. Pickands. © 15Feb68; KK205070.

MOUNT HOPE MACHINERY CO. ©

How to get what it takes to keep webs in line. (In Paper, film & foil converter, Mar. 1968, p.20) © 1Mar68; KK205341.

Wouldn't you expect Mount Hope to make the most trouble-free expanders? (In Textile world, Feb. 1968, p.106) © 1Feb68; KK205889.

Wouldn't you expect Mount Hope to make the most versatile curved rolls? (In Plastics technology, Feb. 1968, p.17) © 1Feb68; KK205073.

Wouldn't you expect Mount Hope to make the strongest curved roll? (In American paper industry, Mar. 1968, p.87) © 1Mar68; KK205339.

MUELLER (C. F.) CO. ©

Enriched macaroni; net wt. 8 oz. On folding carton. © 19Feb68; KK206313.
Klusk egg noodles; net wt. 8 oz. On bag. © 28Aug67; KK205455.

MURPHY, RAPHAEL J. See R. J. M. FOOD CO.

MYSTIC STABLES.

Mystic Stables, Route 1, Box 57. Sheet. Appl. author: CleOra Pflugrad. © 4Mar68; KK205597.

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NMS INDUSTRIES, INC. ROSS PRODUCTS

DIVISION. ©
Personal grooming, double face mirror. [Metal sheet] © 22Apr68; KK206003.

NABISCO. ©

Eat crisp; Premium saltine crackers. (In Life, July 14, 1967, p.29) Appl. author: McCann-Erickson, Inc. © 10Jul67; KK204160.

Eat crisp; Premium saltine crackers. (In Life, Oct. 13, 1967, p.111) Appl. author: McCann-Erickson, Inc. © 9Oct67; KK204776.

Eat crisp, get the crackers with crunch; Premium saltine crackers. (In Life, Jan. 12, 1968, p.5) Appl. author: McCann-Erickson, Inc. © 8Jan68; KK204780.

Four great Nabisco cookies start here. (In Look, Oct. 17, 1967, p.50-51) Appl. author: McCann-Erickson, Inc. © 30Oct67; KK204781.

Make a Nabisco harvest wagon, they'll eat it up. (In Life, Sept. 15, 1967, p.86-87) Appl. author: McCann-Erickson, Inc. © 11Sep67; KK204778.

Make a Nabisco sleigh for Christmas, it'll give everyone a lift. (In McCall's, Dec. 1967, p.74-75) Appl. author: McCann-Erickson, Inc. © 24Nov67; KK204782.

Send a Nabisco cookie to lunch. (In Life, Sept. 8, 1967, p.30-31) Appl. author: McCann-Erickson, Inc. © 5Sep67; KK204775.

16 chips; Chips Ahoy. (In Life, Jan. 6, 1967, p.65) Appl. author: McCann-Erickson, Inc. © 3Jan67; KK204159.

Something luscious just popped up, new Toastettes from Nabisco. (In Life, Oct. 6, 1967, p.18) Appl. author: McCann-Erickson, Inc. © 2Oct67; KK204774.

The snack knack; Snack Mate. (In Look, Oct. 3, 1967, p.116) Appl. author: McCann-Erickson, Inc. © 19Sep67; KK204777.

There are about, count 'em, chips in every Chips Ahoy cookie. (In The Golden magazine, Mar. 1967, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 23Feb67; KK204161.

Up, up and away with Cookie Man. (In The Golden magazine, July 1967, p.29) Appl. author: McCann-Erickson, Inc. © 15Jun67; KK204158.

NABISCO. See NATIONAL BISCUIT CO.

NAPARSTECK, HARRY. See 2 OF U BRIDGE FOR TWO.

NASH, GRACE C. ©

Music with children, playing the recorder. Record sleeve. © 5Sep67; KK205199.

NASH ENGINEERING CO. ©

A new economical long life vacuum pump, the Nash series 49; bulletin no.461-A. Sheet. Appl. author: Joe L. Hylton. © 7May68; KK206415.

A new economical long life vacuum pump, the Nash series 52; bulletin no.463-A. Sheet. Appl. author: Joe L. Hylton. © 7May68; KK206413.

Vacuum pumps and compressors for the water and waste treatment industry; bulletin no.465-A. Folder. Appl. author: Joe L. Hylton. © 7May68; KK206414.

NATIONAL BANK OF COMMERCE IN NEW ORLEANS. ©

Free, now your NBC checking account can be absolutely free. (In New Orleans states-item, Apr. 8, 1968, p.7) Appl. author: Fitzgerald Advertising, Inc. © 8Apr68; KK205946.

NBC's new Super Check does everything. (In New Orleans states-item, Nov. 20, 1967, p.22) Appl. author: Fitzgerald Advertising, Inc. © 20Nov67; KK204432.

Write all the checks you want without worrying about overdrawing; Super Check. (In New Orleans states-

item, Dec. 4, 1967, p.44) Appl. author: Fitzgerald Advertising, Inc. © 4Dec67; KK204433.

NATIONAL BISCUIT CO. ©

Eat crisp, get the crackers with crunch, Premium Saltines. (In Progressive farmer, Apr. 1968, p.88) Appl. author: McCann Erickson, Inc. © 15Mar68; KK206237.

The ever lovin' spoonful; Oreo creme sandwich. (In Look, Jan. 23, 1968, p.72) Appl. author: McCann-Erickson. © National Biscuit Co. (in notice: Nabisco); 9Jan68; KK205803.

Five grabbers from Nabisco; cheese Tid-Bit crackers. (In Life, Mar. 22, 1968, p.6-7) Appl. author: McCann-Erickson. © National Biscuit Co. (in notice: Nabisco); 18Mar68; KK205808.

Five Nabisco cookies that struck it rich; chocolate Pinwheels cakes. (In Life, Jan. 26, 1968, p.32-33) Appl. author: McCann-Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 22Jan68; KK205806.

If you like pecans, coconut, chocolate, raisins, you'll find lots to like in these Nabisco crackers; Pecan Shortbread. (In Look, Apr. 16, 1968, p.50-51) Appl. author: McCann-Erickson. © National Biscuit Co. (in notice: Nabisco); 2Apr68; KK205810.

Instant put-on Snack Mate cheese spread. (In Look, Apr. 16, 1968) Appl. author: McCann Erickson, Inc. © 2Apr68; KK206236.

Make a Nabisco party fish, everyone will get a bite; Sociables. (In Better homes & gardens, Apr. 1968, p.112-113) Appl. author: McCann-Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 15Mar68; KK205809.

The Nabisco kid-warmer kit; Nilla vanilla wafers. (In Life, Mar. 29, 1968, p.44-45) Appl. author: McCann-Erickson. © National Biscuit Co. (in notice: Nabisco); 25Mar68; KK205807.

New Appetasers, the mini-snack from Nabisco. (In Life, Nov. 17, 1967, p.2 of cover) Appl. author: McCann-Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 13Nov67; KK205805.

A new name for an old salt; Mister Salty veri-thin pretzels. (In Life, Mar. 8, 1968, p.93) Appl. author: McCann-Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 4Mar68; KK205804.

New toastettes, the only toaster pastry with Nabisco quality baked-in. (In Life, Apr. 19, 1968, p.25) Appl. author: McCann Erickson, Inc. © 15Apr68; KK206238.

Nilla vanilla wafers are the same sweet Nabisco vanilla wafers with a brand new name. (In Life, Mar. 22, 1968, p.82) Appl. author: McCann-Erickson. © National Biscuit Co. (in notice: Nabisco); 18Mar68; KK205802.

No matter how hard you try, you just can't disguise that beautiful buttery Ritz taste. (In Life, Apr. 12, 1968, p.44) Appl. author: McCann Erickson. © 8Apr68; KK206239.

NATIONAL BUILDERS HARDWARE, INC. ©

E-Z to install do it yourself tap-in hardware. On folding carton. © 30Jan68; KK204551.

- NATIONAL CAR RENTAL SYSTEM, INC. ©**
How do you make the customer no.1?
(In Newsweek, July 17, 1967,
p.13B) © 17Jul67; KK205744.
- How many places are you treated like
a V.I.P.? (In U.S. news & world
report, Oct. 23, 1967, p.5)
© National Car Rental, full name:
National Car Rental System, Inc.;
23Oct67; KK205056.
- National is winning the battle of the
people. (In Time, Feb. 16, 1968,
p.17) © 16Feb68; KK206074.
- Since you're renting a car anyway,
rent the big, roomy one, Impala.
(In The Wall Street Journal,
July 26, 1967, p.11) © 26Jul67;
KK205786.
- Tell her you're glad to be home, this
will help. (In Time, Oct. 20,
1967, p.35) © National Car Rental,
full name: National Car Rental Sys-
tem, Inc.; 20Oct67; KK205058.
- Which is your favorite credit card;
doesn't matter, we take 'em all.
(In Sports Illustrated, Oct. 23,
1967, p.84) © National Car Rental,
full name, National Car Rental Sys-
tem, Inc.; 23Oct67; KK205057.
- Which is your favorite, doesn't really
matter, we rent 'em all. (In
Newsweek, Oct. 30, 1967, p.107)
© National Car Rental, full name:
National Car Rental System, Inc.;
30Oct67; KK205059.
- NATIONAL COMMITTEE ON THE OBSERVANCE OF
MOTHER'S DAY, INC. ©**
Remember mother with a gift she'll
remember, Mother's Day, Sunday,
May 12. Folder. Appl. author:
Carl Cassler, NM: art work.
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Gimme-A-Quickie. On bag. © 15Apr68;
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- NATIONAL PERIODICAL PUBLICATIONS,
INC. ©**
It's a bird, it's a plane, it's a
Volkswagen? (In Life, Jan. 12,
1968, p.2) Appl. author: Doyle
Dane Bernbach, Inc. © 9Jan68;
KK204659.
- NATIONAL PRESTO INDUSTRIES, INC. ©**
Presto's dunkable coffeemaker. (In
Ladies' home journal, Apr. 1968,
p.158) Appl. author: Batten, Bar-
ton, Durstine & Osborn, Inc.
© 28Mar68; KK206793.
- Presto's 5-way beauty plan. Profes-
sional mist hair dryer. (In Red-
book, Mar. 1968) Appl. author: Bat-
ten, Barton, Durstine & Osborn, Inc.
© 20Feb68; KK206792.
- Presto's super steamer outsteams any
iron. (In Ladies' home journal,
Mar. 1968, p.119) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 20Feb68; KK206791.
- There's more cooking at Presto than
pressure cookers; gourmet blender.
(In Ladies' home journal, May 1968)
Appl. author: Batten, Barton, Dur-
stine & Osborn, Inc. © 30Apr68;
KK206794.
- They say all pressure cooked food is
drab and colorless; Italian potted
beef. (In True story, Mar. 1968,
p.87) Appl. author: Batten, Bar-
ton, Durstine & Osborn, Inc.
© 6Feb68; KK206790.
- They say all pressure cooked food
tastes blah; Presto. (In True
story, Apr. 1967, p.87) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 7Mar67; KK204483.
- They say all you can fix in a pres-
sure-cooker is stew. (In Good
housekeeping, Mar. 1968, p.223)
Appl. author: Batten, Barton, Dur-
stine & Osborn, Inc. © 20Feb68;
KK206788.
- They say all you can fix in a pres-
sure-cooker is stew; shrimp jamba-
laya. (In Good housekeeping, May
1968, p.219) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 18Apr68; KK206789.
- NATIONAL RETAIL FURNITURE ASSN. ©**
Get the facts so you can act; express
yourself in a Round the Clock Bed-
room. (In NRFA reports, May 1968,
p.66-D) Appl. author: James J.
Conner. © 5May68; KK206491.
- NATIONAL SODALITY SERVICE CENTER. ©**
Program of Pope Paul VI; wear this
button. On wrapper. Appl. author:
Joseph F. MacFarlane. © 26Feb68;
KK205249.
- NESTER-FAUST MANUFACTURING CORP. GLASS
PRODUCTS DIVISION.**
Spinning band distillation columns.
1 v. © Nester-Faust Mfg. Corp.
Glass Products Div. (in notice:
Nester-Faust Corp.); 22Apr68;
KK206617.
- NESTER-FAUST MANUFACTURING CORP.
INSTRUMENT PRODUCTS DIVISION.**
Liquid chromatograph model 1200.
1 v. © Nester-Faust Mfg. Corp.,
Instrument Products Div. (in
notice: Nester-Faust Corp.);
19Apr68; KK206618.
- NEUMOND, INC. ©**
Steak flavored nylon T-bone. Card.
Appl. authors: Benjamin M.
Schulein, Jr. & James Dreyer.
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- NEVCO WOOD PRODUCTS CO., INC. ©**
All-purpose tongs; 1139/C. Card.
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ucts Co., Inc.; 2Jan68 (in notice:
1967); KK204646.
- Bag holder; 1422/C. Card. © Nevco
a.a.d.o. Nevco Wood Products Co.,
Inc.; 2Jan68 (in notice: 1967);
KK204654.
- Bar-b-que food guards; 1011/2/PL10/BBQ.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 1May68;
KK206437.
- Bar-B-Que pepper mill set;
687/BL-BBQ. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
1May68; KK206464.
- Bottle and can opener; 1170/BL.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 2Jan68
(in notice: 1967); KK204642.
- Bottle stoppers; 1145/3/BL.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 2Jan68
(in notice: 1967); KK204999.
- Broom holders; 1564/SK. Card.
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Co., Inc.; 2Jan68 (in notice:
1967); KK204978.
- Can & bottle opener with corkscrew;
1166/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204641.
- Car clothes hanger; 398/BL. Card.
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Products Co., Inc.; 1May68;
KK206461.
- Carving fork with knife sharpener;
1206/SK. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967); KK204649.
- Carving set, stainless steel;
1204/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204708.
- Cheese board with stainless steel
knife, magnet and tile; 1333.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 4Dec67;
KK204126.
- Chopping block; 100/SHR. Card.
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Products Co., Inc.; 4Dec67;
KK204135.
- Chrome plated butter slicer; 1182/BL.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 2Jan68
(in notice: 1967); KK204634.
- Chrome plated salad scissors;
179/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204677.
- Coasters, set of 8; 1388/8/BL.
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Wood Products Co., Inc.; 1May68;
KK206451.
- Coasters, set of 4; 986/4/BL. Card.
Appl. tl.: Cork & wood coasters.
© Nevco a.a.d.o. Nevco Wood
Products Co., Inc.; 2Jan68 (in
notice: 1967); KK204686.
- Cocktail forks, stainless steel;
1158/4/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204644.
- Cocktail strainer, stainless steel;
199/4/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204684.
- Colonial egg timer; 1017/BL. Card.
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Products Co., Inc.; 2Jan68 (in
notice: 1967); KK204670.
- Corer-peeler, stainless steel;
1083/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967);
KK204640.
- Cork lined coasters, set of 8;
1387/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
2Jan68 (in notice: 1967); KK204652.
- Corn server set with 2 trays;
77/2/BL. Card. © Nevco a.a.d.o.
Nevco Wood Products Co., Inc.;
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KK204630.
- Decorated egg cup set; 1079/BL.
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Wood Products Co., Inc.; 2Jan68
(in notice: 1967); KK204696.
- Decorative mold; 1215/round-C.
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Wood Products Co., Inc.; 1May68;
KK206439.
- Decorative molds; 1216/C. Card.
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Products Co., Inc.; 1May68;
KK206440.
- De luxe egg slicer, stainless steel
cutters; 1943/BL. Card. © Nevco
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Inc.; 2Jan68 (in notice: 1967);
KK204699.
- De luxe ice cream scoop; 1110/BL.
Card. © Nevco a.a.d.o. Nevco
Wood Products Co., Inc.; 2Jan68
(in notice: 1967); KK204713.
- Double jigger, chrome plated;
199/11/BL. Card. © Nevco a.a.d.o.
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- Egg slicer, stainless steel cutters; 174/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204674.
- Egg topper, set of 2; 1285/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206443.
- Egg topper, stainless steel cutters; 1289/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206445.
- Expando rack; 746. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206465.
- Expando rack; 747/COL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206466.
- Expando rack; 747/WH. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206467.
- Family egg cup set; 1280/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206442.
- 5 minute timer; 173/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206460.
- Fizz-guard bottle stoppers; 1189/3/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204983.
- Floating blade peeler; 1288/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206444.
- Folding soft drink rack; 832. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204994.
- Folding wine rack; 837. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206468.
- Food guard; 1002/PL10. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206436.
- Fork & spoon caddy; 1295/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204984.
- French type salad set; 268/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204685.
- Fruit baller, butter curler; 1138/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK205000.
- Fruit knives, stainless steel; 1175/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204643.
- Gelatin molds; 1255/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206441.
- Grapefruit corer; 1351/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204991.
- Grapefruit spoons; 714/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204680.
- Gravy ladle; 1392/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206452.
- Grease set; 1191. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206438.
- Hamburger press; 950/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204679.
- Hot plate; 998/8/SHR; 999/9/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204996.
- Ice cube crusher; 711/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204997.
- Ice cube crusher, polished aluminum; 1102/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204703.
- Ice tongs, stainless steel; 1122/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204706.
- Instant immersion heater; 1353/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204700.
- Kitchen scissors, magnetic tips; 1155/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204705.
- Kitchen spade, polished aluminum; 1111/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204712.
- Knife sharpener; 1174/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204128.
- Liquor pourer, chrome plated; 1152/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204710.
- Lobster cracker, chrome plated; 151/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204134.
- Magnetic memo holders; 1369/8/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206450.
- Magnetic memo holders; 1380/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206449.
- Measuring cup set; 1149/3. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204982.
- Measuring cup set; 1149/4. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204981.
- Measuring scoop set; 162/3/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204676.
- Meat ball press; 944/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204130.
- Meat ball press; 944/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204678.
- Meat cleaver, stainless steel; 1202/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204709.
- Meat holder; 1108/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204701.
- Meat thermometer; 170/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206459.
- Mixing spoon set; 203/3/PL10. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204987.
- Mixing spoon set; 212/8-10-12/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204683.
- Napkin holder; 1439/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206453.
- 9 blade cutter; 1308/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204639.
- No stick scoop; 722/NS/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204672.
- Nut cracker set; 1081/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204704.
- Overdoor hang-all; 499/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204132.
- Oyster and clam knife; 1620/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204651.
- Oyster shucker; 1621/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204980.
- Pastry brush; 1178/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206435.
- Pastry cutters; 1677/3/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206455.
- Pepper mill set; 687/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204131.
- [Picnic spread] 679/4. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206463.
- Pizza & pie cutter; 152/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204133.
- Pizza & pie cutter; 190/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204637.
- Pot drainer, chrome plated; 1107/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204647.
- Potato baker; 70/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204990.
- Potato baskets; 67/4/PL10/BBQ. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206458.
- Pourer; 1087/1/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204995.
- Quality foodscoop, triple chrome plated; 1270/BL. Card. © Nevco

- a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204702.
- Quick peel, floating blade for easy peeling of vegetables and fruits; 1062/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204993.
- Revolving tie rack, chrome plated; 128/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204631.
- Salad set, ceramic handles; 262/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204682.
- Salt & pepper caddy; 1460/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204992.
- Salt & pepper set; 1073/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204697.
- Scoop set, polished aluminum; 162/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204675.
- Seafood shells, set of 4; 1219/PL10. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204648.
- Serving & stirring spoons, set of 2; 1173/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204633.
- Serving set; 1089/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204707.
- Serving spade; 1306/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204127.
- Serving tongs for spaghetti, frankfurters, hamburgers; 708/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204986.
- Set of 2 cake coolers; 1424/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204136.
- Shelf expander; 1398. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204650.
- Shirt and blouse tree; 440. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206462.
- Shrimp knife; 1622/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206454.
- Sifter; 1642/PL10. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204998.
- Sliding cup rack; 1349/8/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206447.
- Sliding cup rack; 1349/12/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206448.
- Snap caps; 1161/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204638.
- Spaghetti forks; 1157/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Dec67; KK204129.
- Spoon set for tall drinks; 716/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204673.
- Spreader spatula; 924/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206469.
- Spring clothes pins; 26/50 50. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206456.
- Squeezeette, chrome plated; 726/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204636.
- Steak knives, stainless steel; 1150/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204711.
- Steak tenderizer, chrome plated; 1136/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204632.
- Strainer set; 1066/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204698.
- Sweater dryer; 43. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206457.
- Teakwood salt & pepper set; 686/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204635.
- 3 minute timer; 1199/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204714.
- 3 minute timer, it times your telephone call too; 176/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204988.
- Towel holder; 1347/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204985.
- Turkey & roast lifter; 1318/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206446.
- Utility drying rack, hangs over a single towel bar; 37. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204979.
- Utility rack; 1137/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204645.
- Utility scoop; 710/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204671.
- Whip tongs; 938/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1May68; KK206470.
- Wing corkscrew; 121/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 2Jan68 (in notice: 1967); KK204989.
- NEW TOMORROW SCIENTIFIC CO. © Everyone who loves flowers can now have a green thumb; Magic Garden plant kit. Sheet. © 2Mar68; KK205482.
- Magic Garden plant kit. On cup. © 17Feb68; KK206016.
- NEW YORK & NEW ENGLAND APPLE INSTI-TUTE. © How can these apples, picked last fall, taste so good today; Crisp-aire. (In Boston herald traveler, Feb. 15, 1968, p.33) Appl. author: Rumrill-Hoyt, Inc. © 15Feb68; KK205035.
- NEW YORK LIFE INSURANCE CO. © Should you be a librarian? (In Senior scholastic, Apr. 28, 1967, p.2-3) © 28Apr67; KK205656.
- Should you be a pharmacist? (In Senior scholastic, Nov. 16, 1967, p.2-3) © 16Nov67; KK205659.
- Should you be a secretary? (In Senior scholastic, Mar. 31, 1967, p.2-3) © 31Mar67; KK205655.
- Should you go into advertising? (In Senior scholastic, Sept. 28, 1967, p.28-29) © 28Sep67; KK205657.
- Should you go into personnel work? (In Senior scholastic, May 19, 1967, p.4-5) NM: art & copy revision. © 19May67; KK205658.
- NEWPORT BALBOA SAVINGS & LOAN ASSN. © Hooray for the breadwinner, receive a regular income every month. (In Retirement life, Sept. 1967, p.17) © 1Sep67; KK206207.
- New in 1968, Newport center's only, get \$200 or more every month. (In Orange County business magazine, Oct. 1967, p.9) © 10Oct67; KK206208.
- Reinvest now for your retirement, Americans cherish independence. (In Orange County business magazine, Jan. 1968, p.25) © 1Jan68 (in notice: 1967); KK206206.
- Still bringing home the bacon, Mr. Fred M. Meill of Leisure World, Seal Beach likes to equalize his income. (In Retirement life, Oct. 1967, p.5) © 10Oct67; KK206209.
- NIELSEN (WILLIAM S.) ENTERPRISES. Executive pills for decision delirium; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204854.
- Football pills for armchair quarterback; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204856.
- Golfer's pills for double bogey-osis; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204855.
- Happy pills for instant chuckles; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204849.
- Little lover pills for love bug bites; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204858.
- Mom & pop pills for galloping parent-itis; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204848.
- Retirement pills for fidgety fannies; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204853.
- Secretary pills for dictionary dolls; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204850.
- Smart pills for painful comprehension; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S. Nielsen Enterprises; 8Dec67; KK204859.
- Sportsman pills for weekend wonders; net wt. 1.5 ounces. Sticker. © William S. Nielsen d.b.a. W. S.

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Worry pills for mountainous mole-
hills; net wt. 1.5 ounces.
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Announcing the new Port-A-Score.
Sheet. © 28Mar68; KK206543.

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We never claimed BankAmericard would
do away with cash-carrying. (In
Memphis press-scimitar, Mar. 19,
1968, p.3) Appl. author: Gilbert W.
Werner. © 19Mar68; KK205429.

NORTH AMERICAN PHILIPS CO., INC. ©

The Classic Beauty; she can just sit
around and look beautiful, or she
can give you a marvelous shave;
Norelco. (In Good housekeeping,
May 1968, p.56) © 18Apr68;
KK206151.

Give your face an education in close-
ness without making it smart;
Norelco. (In Columbia daily
spectator, Apr. 22, 1968, p.6)
© 22Apr68; KK206014.

Norelco is just like Christmas, it's
getting closer and closer. (In
Esquire, Dec. 1967, p.79)
© 9Nov67; KK204228.

The Norelco rechargeable tripleheader;
so groovy, it dares any blade to
shave as close. (In Daily trojan,
University of Southern California,
Mar. 25, 1968, p.7) © 25Mar68;
KK206259.

Now we dare any blade to match
shaves with a new Norelco.
(In The American Legion magazine,
Mar. 1968, p.3) © 1Mar68;
KK205484.

Put in 4 batteries and win the battle
against whiskers. (In Sound off,
Feb. 21, 1968, p.5A) © 21Feb68;
KK205641.

Tell your roommate to get her own,
the price is low enough; the new
Lady Norelco. (In WSU daily ever-
green, Apr. 24, 1968, p.4)
© 24Apr68; KK206753.

The winner, first rechargeable that
dares any blade to match it;
Norelco. (In Car and driver,
Feb. 1968, p.7) © 18Jan68;
KK204891.

NORTHWEST PAPER CO. ©

Mountie and guide point Northwest
while looking at map; this memo
pad features Carlton bond;
February 1968. Illus. signed:
A. Friberg. © 25Jan68; KK204537.

Mountie on high rock sights azimuth
on compass; this memo pad features
Carlton bond. Illus. signed:
A. Friberg. © 22Mar68; KK205474.

This memo pad features Carlton bond.
Appl. ti.: Mountie on horseback
looks through binoculars, old man
points. © 22May68; KK206371.

NORWICH PHARMACAL CO. ©

Technical manual, Bonaid preventive
coccidiostat. 36 p. NM: addi-
tions. © 13Nov67; KK205722.

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A model's make-up secret, beauty plus
protection; Cover Girl. (In
Seventeen, June 1967, p.57) Appl.
author: Sullivan, Stauffer, Col-
well & Bayles. Appl. ti.: Eva
Elsbeth says. © 30May67;
KK205682.

Now blush glows up, Glow Lightly by
Cover Girl. (In Seventeen, June
1967, p.70) Appl. author: Sullivan,
Stauffer, Colwell & Bayles.
© 30May67; KK205681.

O

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Equa-flow manifolds dyno, strip,
track & street proven to out
horsepower any other manifold.
(In Popular hot rodding, July 1968,
p.13) Appl. author: Robert D.
Fall. © 10Jun68; KK206639.

It's a proven fact: 360° Equa-flow
Offenhauser manifolds produces
more horsepower. Folder. Appl.
author: Robert D. Fall. Appl. ti.:
Offenhauser 360° manifolds are
the best bolt-on h.p. buy in the
world. © 26Jan68; KK205192.

New Offenhauser 360° Equa-flow
manifolds proven racers best h.p.
buy. (In Hot rod magazine, Mar.
1968, p.126) Appl. author: Robert
D. Fall. Appl. ti.: New 360°
Equa-flow manifolds proven racers
best h.p. buy. © 29Feb68;
KK205194. ©

Offy 360° Equa-Flow manifolds produce
more horses. (In Hot rod magazine,
Jan. 1968, p.12) Appl. author:
Robert D. Fall. © 27Dec67;
KK204120.

360° Equa-Flow manifold; produces
extra horsepower regardless of
your carburetion. (In Popular
hot rodding, May 1968, p.4)
Appl. author: Robert D. Fall.
© 11Apr68; KK205775.

360° Equa-Flow manifold; you get as
much as 20 extra horses with an
Offenhauser 360° manifold. (In
Hot rod magazine, May 1968, p.10)
Appl. author: Robert D. Fall.
© 30Apr68; KK206155.

OHRBACH'S, INC. ©

Can you afford to miss Ohrbach's
tomorrow? (In Sunday news, New
York, Feb. 11, 1968, p.17) Appl.
author: Doyle Dane Bernbach, Inc.
© 11Feb68; KK205768.

The cinched waist? Rome says si,
Paris says oui, Ohrbach's says
tomorrow from 9 to 9. (In Sunday
news, New York, Mar. 17, 1968,
p.15) Appl. author: Doyle Dane
Bernbach, Inc. © 17Mar68; KK205875.

Furs to dance in? (In The New York
times, Oct. 25, 1967, p.L-23)
Appl. author: Doyle Dane Bernbach,
Inc. © 25Oct67; KK204226.

The gorgeous whirl, this much of
Rome and Paris you'll only see
at Ohrbach's. (In The New York
times, Mar. 24, 1968, p.L-53)
Appl. author: Doyle Dane Bernbach,
Inc. © 24Mar68; KK205634.

I'm gorgeous. (In The New York
times, Apr. 21, 1968, p.L-51)
Appl. author: Doyle Dane Bernbach,
Inc. © 21Apr68; KK206369.

It's what you get for the low price
that counts. Bov's shorts. (In
Daily news, May 24, 1968, p.13)
Appl. author: Doyle Dane Bernbach,
Inc. © 24May68; KK206785.

It's what you get for the low price
that counts. Boy's suit. (In
The New York times, Mar. 22, 1968,

p.13) Appl. author: Doyle Dane
Bernbach, Inc. © 22Mar68;
KK205769.

It's what you get for the low price
that counts. Girl's coat. (In
Daily news, New York, Mar. 29,
1968, p.13) Appl. author: Doyle
Dane Bernbach, Inc. © 29Mar68;
KK205880.

It's what you get for the low price
that counts. Girl's leather suit.
(In Newark evening news, Mar. 26,
1968, p.11) Appl. author: Doyle
Dane Bernbach, Inc. © 26Mar68;
KK205628.

It's what you get for the low price
that counts. Girl's raincoat.
(In Newsday, Apr. 11, 1968, p.13)
Appl. author: Doyle Dane Bernbach,
Inc. © 11Apr68; KK205972.

It's what you get for the low price
that counts. Girl's suit. (In
The New York times, Mar. 3, 1968,
p.L-51) Appl. author: Doyle Dane
Bernbach, Inc. © 3Mar68; KK205876.

It's what you get for the low price
that counts. Man's raincoat.
(In Newsday, Apr. 16, 1968, p.18)
Appl. author: Doyle Dane Bernbach,
Inc. © 16Apr68; KK206205.

It's what you get for the low price
that counts. [Peek-a-boo midriff
dress] (In Daily news, New York,
May 9, 1968, p.15) Appl. author:
Doyle Dane Bernbach, Inc.
© 9May68; KK206387.

It's what you get for the low price
that counts. Pocketbook. (In
The New York times, Apr. 29, 1968,
p.L-21) Appl. author: Doyle Dane
Bernbach, Inc. © 29Apr68;
KK206203.

It's what you get for the low price
that counts. Woman's coat & hat.
(In The New York times, Apr. 5,
1968, p.L-21) Appl. author: Doyle
Dane Bernbach, Inc. © 5Apr68;
KK205971.

It's what you get for the low price
that counts. Woman's shoe. (In
The New York times, Feb. 25, 1968,
p.L-45) Appl. author: Doyle Dane
Bernbach, Inc. © 25Feb68;
KK205742.

It's what you get for the low price
that counts; a low price along ...
Nehru collar casual jacket. (In
Daily news, New York, May 16, 1968,
p.21) Appl. author: Doyle Dane
Bernbach, Inc. © 16May68;
KK206873.

It's what you get for the low price
that counts; next time you look at
a jacket. Nehru Jacket. (In The
New York times, June 2, 1968,
p.L-51) Appl. author: Doyle Dane
Bernbach, Inc. © 2Jun68; KK206872.

It's what you get for the price that
counts. (In The New York times,
Dec. 10, 1967, p.L-53) Appl.
author: Doyle Dane Bernbach, Inc.
© 10Dec67; KK204225.

Jackpot days; you're in luck,
Newark. (In Newark evening news,
Apr. 16, 1968, p.6) Appl. author:
Doyle Dane Bernbach, Inc.
© 16Apr68; KK206204.

Ohrbach's invites you for a ceremoni-
al cup of tea in the teahouse ba-
zaar, a special showing of decor-
ator imports from the Far East.
(In The New York times, May 19,
1968, p.L-53) Appl. author: Doyle
Dane Bernbach, Inc. © 19May68;
KK206871.

Ohrbach's marks this historic moment
tomorrow and Thursday with
thousands of buys for men, women,
kids. (In The Record, Hackensack,

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Olde Artiste original finisher; maple; net contents one pint. Sticker. © D. William Barnes d.b.a. Olde Artiste Products Co.; 20Sep67; KK205180.
- OLYMPIA INTERNATIONAL CORP. ©
I hold top honors in love, what's your specialty? (In The Daily Californian, University of California, May 24, 1968, p.3) Appl. author: Jane R. Staples. © 24May68; KK206518.
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All occasion cards, stationery, gifts. Folder. © 4Jan68; KK204223.
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- OSBORNE, WALLACE. See TOXSAN RECORDS.
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- What is it, some sort of agitator. Osterizer. Blender. (In The New Yorker, June 1, 1968, p.62) © 1Jun68; KK206507.
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- OWEN, WILLIAM R. See OWEN ENTERPRISES.
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Uncle Bill's no-skin paint savers; baker's doz. pack, 13. [Envelope] © William R. Owen & James E. Owen d.b.a. Owen Enterprises; 8Nov67; KK205872.
- P
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New escorted sea-air tour to Hawaii, Japan, Hong Kong and Taiwan leaves San Francisco June 26. (In The New York times, Feb. 11, 1968, p.18XX) Appl. author: Ogilvy & Mather, Inc. © 11Feb68; KK205003.
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- PADGETT (W. KEITH) & ASSOCIATES. ©
Every day of every month, you are the most important person in our Hall of Fame; Bauer Buick. Folder. Appl. author: William J. Kennedy. Appl. ti: Aries version thereof. © 13Mar68; KK205428.
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- PARFUMS CORDAY, INC. ©
Before you take Possession, give it. (In Playboy, Dec. 1967, p.64) © 14Nov67; KK204144.
- Only a fragrance so lasting could have lasted so long; Tourjours Moi de Corday. (In Cosmopolitan, Feb. 1968, p.16) © 25Jan68; KK205565.
- Take possession; Possession de Corday. (In Mademoiselle, Feb. 1968, p.96) © 30Jan68; KK205566.
- PARK & TILFORD. ©
Park & Tilford announces the appointment of House of Wines. (In The Beverage journal, July 1967, p.11) © 1Jul67; KK205372.
- PARK-IT MARKET CORP. ©
An excellent opportunity for the right man or woman to participate. 1 v. © 12Jan68; KK204882.
- PARKE, DAVIS & CO. ©
Another satisfied user of Eldec Kapseals. Man in straw hat. Card. © 27Jul67; KK204830.
- Another satisfied user of Eldec Kapseals. Woman in sun glasses. Card. © 15Sep67; KK204829.
- Appropriate relief for inappropriate cough; Benylin expectorant. Card. © 12Dec67; KK206539.
- Before anticonvulsant therapy, candidate for management; Dilantin. Folder. © 5Dec67; KK204840.
- Before anticonvulsant therapy, going nowhere; Dilantin. Folder. © 4Oct67; KK204843.
- Before anticonvulsant therapy, in need of help; Dilantin. Card. © 3Aug67; KK204841.
- Before anticonvulsant therapy, scholastic outcast; Dilantin. Folder. © 21Nov67; KK204845.
- Before anticonvulsant therapy, target of taunts; Dilantin. Folder. © 13Mar68 (in notice: 1967); KK206536.
- Convenient relief for inconvenient cough, Benylin expectorant. Card. © 14Nov67; KK204844.
- For his traffic problems nothing, for his topical ulcer Elase ointment. Folder. © 29Dec67 (in notice: 1968); KK206542.
- Gardening is no bed of roses if she's allergic to ragweed pollen; Benadryl. Card. © 27Aug67; KK204836.
- Heavenly relief for unearthly cough; Benylin expectorant. Card. © 10Jan68 (in notice: 1967); KK206537.
- An invitation to trouble; Benadryl. Cosmetics. Card. © 28Nov67; KK204839.
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PARKE, DAVIS & CO. ©-Con.

- 1 dancer with pinworms, 12 nominees for Povan. Card. © 15Sep67; KK204832.
- 1 player with pinworms, 13 potential candidates for Povan. Card. © 29Sep67; KK204833.
- 1 teen-ager with pinworms, 11 potential candidates for Povan. Card. © 4Nov67; KK204834.
- 1 third grader with pinworms, 13 nominees for Povan. Card. © 12Dec67; KK206541.
- Some allergens are gray; Benadryl. Card. © 26Jul67; KK204835.
- Some allergens are purple; Benadryl. Card. © 25Sep67; KK204837.
- Some allergens are tan; Benadryl. Card. © 2Nov67; KK204838.
- 3 members of this foursome have something in common; Dilantin. Card. © 19Jul67; KK204840.
- 3 of these 4 people have something in common; Dilantin. Folder. © 8Sep67; KK204842.
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PARKER, ROBERT D.

Groovy's great for your golf game. See KERNS, JAMES T.

PARKER BROS., INC. ©

- Here is a surprising challenge, Instant Insanity, 4 colors, 4 blocks. On folding carton. Appl. ti.: Four block game. © 28Nov67; KK206225.
- Hickety Pickety, a Parker Brothers game for the small fry; no.591. On wrapper. © 26Mar68; KK206496.
- Pinpoint, Parker Brothers game, will your ESP let you locate unseen objects? No.85. On wrapper. © Parker Bros., Inc.; 15Apr68; KK206228.
- Risk, Continental game, a family game for 2 to 6 players; no.44. On wrapper. © 15Apr68; KK206227.
- Situation 4, Parker Brothers action puzzle game; no.75. On wrapper. © 21Mar68; KK206421.
- Swinging game for swinging people, Hip Flip; no.50. On folding carton. © 29Mar68; KK206497.
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PARTS, INC. ©

To give you the quality service you want for your car; Tip Top Shop. (In The Jackson sun, Nov. 29, 1967, p.2) Appl. author: Aitkin-Kynett Co., Inc. © 29Nov67; KK204505.

PASSLER, JAMES H. See SUPREME SCHOOL STUDIOS.

PATTERSON, DAVID D. ©

Ir-readi-ated reel bait. Sticker. © 21Jun68; KK206915.

PEACOCK, JOHN B. ©

Make your savings grow and let Big Divvy, our friendly giant, help you. Sheet. © 15Mar68; KK206000.

PEKAO TRADING CORP. ©

Paczki do Polski; paczki swiateczne, holiday parcels. Folder. © 23Jan68; KK205092.

PELLERIN MILNOR CORP. ©

Laundry planning guide for schools and colleges, new Milnor planning guide for school athletic laundries. (In Jopher journal of health physical education recreation, Oct. 1967, p.86) © 60Oct67; KK203608.

New Milnor planning booklet for motel and hotel laundries. (In Hotel & motel management, Oct. 1, 1967, p.83) © 17Oct67; KK203610.

PELLON CORP. ©

All about how to do it without stitches. Folder. © 14Feb68; KK206102.

Fact, no one fusible system can solve all your fusing needs; Pellon. (In Women's wear daily, Jan. 15, 1968, p.26-27) © 15Jan68; KK205002.

Here's the inner secret; our secret is our Pellon fusible chest piece material. Folder. © 9Nov68; KK205983.

The Pellon way to double your sewing skill, fashion tailoring. 1 v. © 22Sep67; KK204731.

Something special is going on inside; your jackets are in great shape with Pellon. Man in golf jacket. Folder. © 9Nov67; KK205327.

Something special is going on inside; your knits are in great shape with Pellon. Coat & dress ensemble. Folder. © 9Nov67; KK205324.

Something special is going on inside; your knits are in great shape with Pellon. Girl in two piece dress. Folder. © 9Nov67; KK205330.

Something special is going on inside; your knits are in great shape with Pellon. [Girl wearing pant-dress] Folder. © 9Nov68; KK205328.

Something special is going on inside; your rainwear's in great shape with Pellon. Man in raincoat. Folder. © 9Nov67; KK205329.

Something special is going on inside; your suede's in great shape with Pellon. Man in suede coat. Folder. © 9Nov67; KK205326.

Something special is going on inside; your wools are in great shape with Pellon. Girl in wool plaid dress. Folder. © 9Nov67; KK205325.

Something special is going on inside and we're handing it to you; Pellon. Folder. © 9Nov67; KK205607.

Your coats are in great shape with Pellon. (In Daily news record, Nov. 21, 1967, p.13) © 21Nov67; KK204234.

Your hats are in great shape with Pellon. (In Daily news record, Nov. 17, 1967, p.9) © 17Nov67; KK204237.

Your knits are in great shape with Pellon. (In Women's wear daily, Nov. 14, 1967, p.31) © 14Nov67; KK204233.

Your knits are in great shape with Pellon. (In Women's wear daily, Nov. 27, 1967, p.27) © 27Nov67; KK204232.

Your rainwear's in great shape with Pellon. (In Women's wear daily, Oct. 31, 1967, p.35) © 31Oct67; KK204236.

Your suits are in great shape with Pellon. (In Daily news record, Nov. 13, 1967, p.13) © 13Nov67; KK204235.

PENGUIN INDUSTRIES, INC. HOPPE

(FRANK A.) DIVISION.
Nitro powder solvent no.9 ... cleans bores and prevents rust in rifles, shotguns, pistols and revolvers; contents 16 fluid ozs. Sticker. NM: addition & revision. © Penguin Industries, Inc. (in notice: Frank A. Hoppe Div., Penguin Industries, Inc.); 20May68; KK206616.

PENNSYLVANIA MANUFACTURERS' ASSN.

INSURANCE CO. ©
What you should know about noise. Folder. Appl. author: David L. Johnson. © 5Apr68; KK205730.

PENNSYLVANIA OIL HEAT COUNCIL. ©

How clean is oil heat? (In Reading eagle, Reading, Pa., Mar. 3, 1968, p.16) Appl. author: Albert Frank-Guenther Law, Inc. © 3Mar68; KK205452.

How expensive is oil heat? (In Reading eagle, Mar. 24, 1968, p.30) Appl. author: Albert Frank-Guenther Law, Inc. © 24Mar68; KK205855.

How hot is oil heat? (In Reading eagle, Reading, Pa., Mar. 10, 1968, p.29) Appl. author: Albert Frank-Guenther Law, Inc. © 10Mar68; KK205451.

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Win a daring trip to the world surfing championships in Hawaii. Tramp. (In Seventeen, Apr. 1968, p.214-215) © 20Mar68; KK206892.

PEPSICO, INC. FRITO-LAY, INC. DIVISION. See FRITO-LAY, INC.

PERFECT MANUFACTURING CO.

Cover-Ops baby pant; no.150. folder. © Perfect Manufacturing Co., division of Electro-Plastics, Inc.; 23Oct67; KK205375.
Cover-Ops baby panty; x-large; no.152. Card. © Perfect Manufacturing Co. division of Electro-Plastics, Inc.; 23Oct67; KK205376.

PERKINS MARINE LAMP & HARDWARE CORP. ©

Fishing equipment for sport fishing boats; Perko booklet no.203. 7 p. Appl. author: William J. Murphy. NM: revisions & additions. © 25Apr68; KK206680.

PERSONALITY CO.

Personality game; 4854. Milton Bradley Co. On wrapper. © Personality Co. a joint venture of Filmways, Inc. & Bob Stewart, Inc.; 1Feb68; KK206652.

PETARY PRODUCTS, INC.

Pup Corn dog treat; net wt. 8 ozs. On can. © Petary Products, Inc. alternate designation P.P.I.; 17May68; KK206361.

- PETRO-TEX CHEMICAL CORP. ©
Dichlorobutenes. 12 p. Appl. author:
Robert F. Smith. © 27May68;
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KK204511.
- PFIZER (CHAS.) & CO., INC. ©
4 out of 5 of your baby food customers
get diaper rash; Desitin. (In
Progressive grocer, Mar. 1968,
p.79) © 1Mar68; KK205244.
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DIVISION. See COTY.
- PFIZER (CHARLES) & CO., INC. LEEMING
DIVISION. ©
Don't dare use Hai Karate Oriental
Lime without memorizing this.
Sheet. © 31Oct67; KK204582.
- Don't dare use Hai Karate without
memorizing this. Sheet.
© 1Jul67; KK205781.
- If you get our gift set don't dare
use it without memorizing this;
Hai Karate. (In Life, Dec. 15,
1967, p.9) © 11Dec67; KK204188.
- The well-dressed nail wears no
cuticle; Mani Magic. (In Redbook,
Feb. 1968, p.4) © 23Jan68;
KK204888.
- PFLUGRAD, DAN. See MYSTIC STABLES.
- PFLUGRAD, EULA. See MYSTIC STABLES.
- PHILCO-FORD CORP. ©
Announcing Hip Pocket records, for the
50 million kids who want their
music portable. (In Home furnish-
ings daily, Sept. 25, 1967, suppl.)
© 25Sep67; KK204785.
- PHILLIPS ADVERTISING, INC. ©
Stop dreaming, start living. (In
Times herald, Feb. 2, 1968) Appl.
author: Robert E. Phillips.
© 2Feb68; KK206069.
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Introductory special; pizza with a
grin. (In Times herald, Jan. 22,
1968) Appl. author: Robert E.
Phillips. © Phillips Advertising,
Inc. (in notice: Phillips, Inc.);
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- PIK-A-PAK PACKAGE STORES, INC. ©
The history of Pik-A-Pak's honey-
fried chicken. Sheet. Appl.
states prev. reg. K195793. NM:
addition. © 12Feb68; KK205886.
- PLATT & MUNK CO., INC. ©
Fun at the zoo, an entertaining &
educational menagerie for hours of
creative fun; created by Barbara
Kruger Bate, illustrated by Beverly
Edwards; 158:0150. On box.
© 25Mar68; KK206546.
- Fun with felt, an imaginative and
educational play kit for making
delightful felt pictures;
365:0200. On box. © 29Jan68;
KK206548.
- Picture Lotto, a memory and learning
game; 235:0200. On box.
© 29Jan68; KK206549.
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162:0150. On box. © 19Jan68;
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- Pop Stix creative kit; 360:0200.
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- PLAYSKOOL MANUFACTURING CO., INC.
Match-a-story picture puzzle, Busy
Bear, 20 pieces; 5104. On folding
carton. © Playskool Manufacturing
Co., Inc. & Western Pub. Co., Inc.;
12Apr68; KK206094.
- Match-a-story picture puzzle, Copy
Cat, 20 pieces; 5105. On folding
carton. © Playskool Manufacturing
Co., Inc. & Western Pub. Co., Inc.;
12Apr68; KK206093.
- Match-a-story picture puzzle, Dilly
Duck, 20 pieces; 5106. On folding
carton. © Playskool Manufacturing
Co., Inc. & Western Pub. Co., Inc.;
12Apr68; KK206091.
- Match-a-story picture puzzle, Happy
Hoppy, 20 pieces; 5101. On folding
carton. © Playskool Manufacturing
Co., Inc. & Western Pub. Co., Inc.;
12Apr68; KK206095.
- Match-a-story picture puzzle,
Mr. Mouse, 20 pieces; 5102. On
folding carton. © Playskool Manu-
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Co., Inc.; 12Apr68; KK206096.
- Match-a-story picture puzzle, Perky
Puppy, 20 pieces; 5103. On folding
carton. © Playskool Manufacturing
Co., Inc. & Western Pub. Co., Inc.;
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- PLAZA, PETER. ©
Partee Plays, a new, exciting adult
game. [Envelope] © 1May68;
KK206891.
- POLLARD, RAY B. ©
Chicken Kitchen; Polardville Ghost
Town and Chicken Kitchen. Folder.
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- POLLATSEK, MIRIAM R. See IDEA ART.
- PORTA-POWER CO., INC. ©
Model M-28 marine generator, new in
the industry. Sheet. Appl. au-
thor: Douglas W. Neill.
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- Mounting kits available for install-
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Douglas W. Neill. NM: revisions.
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- POSIES, INC. ©
Instructions for making your giant
rose; instructions for making
two garden roses and a bud from
your giant rose kit. 2 sheets.
© 15Feb68; KK205252.
- POWER-PACKER DIVISION. See APPLIED
POWER INDUSTRIES, INC.
- POWER RATE SALES CO. ©
Buddy automatic tow & tie-down.
Card. © 16Feb68; KK205130.
- PRANGER, ED. ©
Capitola by the sea, California.
Folder. © 27Jan68; KK206685.
- PREMIER THREAD CO. ©
Among high tenacity spun polyester
threads Veespun sews better, and
stays sewn better. (In Women's
wear daily, Mar. 25, 1968, p.15)
© 25Mar68; KK205616.
- From Premier thread, Veespun, ideal
in foundation garments. (In Women's
wear daily, Jan. 11, 68, p.30)
© 11Jan68; KK204380.
- Most dependable sewing partner your
permanent press garments could
find. (In Daily news recrd,
Jan. 16, 1968, p.13) © 16Jan68;
KK204445.
- PRENTICE-HALL. CARR SPEIRS.
Flash bulletins ... price list.
Folder. © Carr Speirs, division
of Prentice-Hall; 1Jan68; KK206081.
- PRINCESS GRACE DOLL, INC. ©
Maddie Mod outfits with the new look.
On folding carton. © 10May67;
KK205526.
- Maddie Mod poseable. On folding
carton. © 10May67; KK205525.
- PROCTER & GAMBLE CO. ©
Here's to the boys in the back;
Scope. (In Columbus dispatch,
Apr. 25, 1968, p.28) Appl. au-
thor: Benton & Bowles, Inc.
© 25Apr68; KK206645.
- Here's to the girls in the back;
Scope. (In Columbus dispatch,
Apr. 25, 1968, p.15B) Appl. au-
thor: Benton & Bowles, Inc.
© 25Apr68; KK206644.
- PROVOST DISPLAYS, INC. ©
Fold-A-Majig, the most versatile
merchandiser ever designed.
Folder. © 4Dec67; KK204118.
- Kra-z-ee hinge, the miracle plastic
hinge. Sheet. © 20Aug67;
KK205111.
- PUBLIC PICTORIAL SERVICE, INC.
Bryce Canyon National Park, Utah.
See BROWN & BIGELOW.
- Mississippi River, Vicksburg, Miss-
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- PUNCH-LOK CO. ©
Canadian contract distributor price
list, effective Mar. 1, 1968. Hose
clamps, tools & fittings.
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effective Mar. 1, 1968. Hose
clamps, tools & fittings. Sheet.
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list, effective Feb. 1, 1968.
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Dec. 20, 1967. Sheet. Appl. ti.:
Confidential net jobbers price list.
© 20Dec67; KK204202.
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- PYROTECTOR, INC. ©
Smoke and heat detector; 30-296.
Sheet. (Technical data series,
bulletin no.SS17-566) © 9Jun67;
KK204307.
- Smoke and heat detector; 30-297.
Sheet. (Technical data series,
bulletin no.SS18-567) © 9Jun67;
KK204306.

Q

QUIKEY MANUFACTURING CO., INC. ©
Cash caddy; 29¢. Card. Appl.
author: William B. Stiller.
© 11Jan68; KK204585.

R

R. J. M. FOOD CO.
Churn, an artificially sweetened
gelatin for special dietary use;
net wgt. 1/4 oz. On bag. © R. J.
M. Food Co. solely owned by
Raphael J. Murphy; 8Dec67;
KK205609.

RADIO CORP. OF AMERICA.

Act III; Lana Cantrell; LPM-3947.
Record sleeve. © R.C.A. a.a.d.o.
Radio Corp. of America; 31Jan68;
KK204942.

After bathing at Baxter's; Jefferson
Airplane; LOP-1511. Record
sleeve. © R.C.A. a.a.d.o. Radio
Corp. of America; 2Jan68; KK204868.

Al Hirt plays Bert Kaempfert;
LPM-3917. Record sleeve. © R.C.A.
a.a.d.o. Radio Corp. of America;
2Jan68; KK204342.

And his mother called him Bill; Duke
Ellington and his orchestra;
LSP-3906. Record sleeve.
© R.C.A. a.a.d.o. Radio Corp. of
America; 30Apr68; KK206605.

The art of Zinka Milanov; VIC-1336.
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- San Franciscan Nights, Living Guitars; CAL-2192. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 2Jan68; KK204333.
- Schubert, Divertissement a la hongroise; Jörg Demus, Paul Badura-Skoda; Mono VIC-1329. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206671.
- Seiji Ozawa conducting the Chicago Symphony, Moussorgsky; LM-2977. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 2Jan68; KK204327.
- Seiji Ozawa conducts Messiaen, Turangalia symphony; Toronto Symphony; LM-7051. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206674.
- Shari Lewis with Lamb Chop give your child a headstart; CAL-1096. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206577.
- Sibelius, Symphony no.2, Antal Dorati, Stockholm Philharmonic Orchestra; VIC-1318. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 31Jan68; KK205543.
- Sibelius - symphony no.5 in E-flat, op.82; Night ride and sunrise, op.55; New Philharmonia Orchestra; Georges Pretre, conductor; LM-2996. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 30Apr68; KK206836.
- Smashing thirds, Fats Waller; LPV-550. Record sleeve. (Vintage series) © R.C.A. a.a.d.o. Radio Corp. of America; 2Jan68; KK204330.
- Solo flights, Chet Atkins; LPM-3922. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 31Jan68; KK205553.
- Songs made famous by Jim Reeves; Living Strings; CAS-2216. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206584.
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- The Stamps Quartet, Frank H. Stamps and his all star quartet, Give the world a smile; CAS-2193(e) Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206586.
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- Stone country; LPM-3958. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205907.
- The Strawberry Street Singers, You can't have too much of a good good thing; LPM-3912. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206582.
- Suites for orchestra; Bartok, The miraculous mandarin, Hindemith, Nobilissima visione; Chicago Symphony, Jean Martinon; LM-3004. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205762.
- Tchaikovsky, Suite no.4 Mosartiana; Andante cantabile, from op.11; Arensky, Variations on a theme of Tchaikovsky; Chamber Symphony of Philadelphia, Anshel Brusikow, conductor; LM-3020. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 30Apr68; KK206842.
- Tchaikovsky, Violin concerto in D; Dvorak, Romance; Itzhak Perlman, Boston Symphony; LM-3014. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206607.
- Texas in my soul, Willie Nelson; LSP-3937. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206591.
- That warm and tender glow; John Gary; CAL-2199. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205912.
- The Theatre Guild and Joel Schenker present ... a new musical, Darling of the day; the original Broadway cast recording; L00-1149. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205767.
- There's nothing like an old hippie; Homer & Jethro; LSP-3973. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 30Apr68; KK206606.
- Tommy Boyce; CAS-2202. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 31Jan68; KK204934.
- Tommy Steele in Half a sixpence; conducted by Irwin Kostal; LS0-1146. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 31Jan68; KK204950.
- Toscanini, Invitation to the dance; NBC Symphony Orchestra; VIC-1321. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205270.
- Toscanini, Mendelssohn: Incidental music to A midsummer night's dream; Schumann: Symphony no.3, Rhenish; NBC Symphony Orchestra; VIC-1337. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 30Apr68; KK206846.
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- Toscanini, NBC Symphony Orchestra, Schubert, Symphony no.8; MONO VIC-1311. Record sleeve. (Immortal performances) © R.C.A. a.a.d.o. Radio Corp. of America; 2Jan68; KK204321.
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- A touch of sadness; Jim Reeves; LPM-3987. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206604.
- Triple play, Johnny Hodges; LPM-3867. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 30Nov67; KK204347.
- The truth about Bonnie and Clyde as told by Billie Jean Parker, Bonnie's sister; LPM-3967. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 31Jan68; KK205761.
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- Why so lonely? Skeeter Davis; LSP-3960. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 1Apr68; KK206602.
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- The young Horowitz; LM-2993. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 2Jan68; KK204325.
- Zev Bufman and Dorothy Love present Your own thing; the original cast recording; L00-1148. Record sleeve. © R.C.A. a.a.d.o. Radio Corp. of America; 29Feb68; KK205760.
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- Free, 9 amazing tricks in the Squarecrow magic kit. (In The Chicago tribune, Sept. 10, 1967, comic section, p.6) © 10Sep67; KK204392.
- Now bran in a bran new shape; Raisin Bran Chex. (In Sunday empire, Nov. 5, 1967, p.38) © 5Nov67; KK204415.
- Stir-rif-fig, new cook-in-a-bowl Ralston. (In The Spokesman-review Sunday magazine, Feb. 25, 1968, p.24) © 25Feb68; KK205236.
- Stir-rif-fig, new cook-in-a-bowl Ralston; taste stir-rif-fig because it's ... with real apples and cinnamon. (In This week magazine, Jan. 21, 1968, p.3) © 21Jan68; KK204928.
- Stir-rif-fig, new cook-in-a-bowl Ralston; tastes stir-rif-fig because it's ... with real apples and cinnamon. (In This week magazine, Feb. 18, 1968, p.22) © 18Feb68; KK204920.
- Stir-rif-fig, new cook-in-a-bowl Ralston; two stir-rif-fig flavors, whole wheat or apple-cinnamon. (In The Spokesman-review Sunday magazine, Feb. 4, 1968, p.12) © 4Feb68; KK204919.
- What's 7 inches tall, 7 1/2 inches wide and cracks up at parties? The super cracker, seasoned Ry-Krisp. (In The Minneapolis star, June 5, 1968, p.17C) © 5Jun68; KK206756.
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- Meet new Camel menthols, the taste is cooler-than-cool. (In Life, Oct. 27, 1967, p.81) © 27Oct67; KK204168.
- Where will it all end; Camel filter cigarettes. (In The Saturday evening post, Jan. 27, 1968, p.36-37) © 27Jan68; KK204621.
- You can take Salem out of the country but you can't take the country out of Salem. [Couple sitting on rocks near waterfall] (In Outdoor life, Apr. 1968, p.4 of cover) © 25Mar68; KK206315.
- You can take Salem out of the country but you can't take the country out of Salem Super King; try the one menthol taste worth making longer. [Young couple lingering between 2 trees] (In Life, May 3, 1968, p.54) © 29Apr68; KK206863.
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- Compression bone plating. Poster. Appl. author: John R. Treace. © 9Oct67; KK205323.
- Compression hip screw, SMO type 316 stainless steel for femoral neck fractures. Card. Appl. author: John R. Treace. © 9Oct67; KK205290.
- Heavy clavicle strap. Sheet. Appl. author: John R. Treace. © 4Apr68; KK206261.
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- Now a head halter that's cooler, more comfortable and gives more positive traction, Richards controlled-stretch head halter. Sheet. Appl. author: John R. Treace. © 2Apr68; KK206247.
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- If you are lucky enough to own this new Rolls-Royce Silver Shadow, it is sinful not to use it regularly. (In Town & country, Jan. 1968, p.23) Appl. states prev. reg. 1967, KK201048. NM: addition & revision. © 1Jan68; KK205892.
- The personal Rolls-Royce, \$19,600. (In The Wall Street journal, Apr. 5, 1968, p.9) © 5Apr68; KK205720.
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- Now the first wine 1/2 gallons you don't have to hide; Baudelaire. (In Beverage media, Oct. 1967, p.85) © 10Oct67; KK205442.
- Please don't sell these new Roma decanters too hard. (In The Control state review, Mar. 1968, p.31) © 1Mar68; KK206141.
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- Who said a night bottle had to be a bother; Simlac. Sheet. Appl. author: James Jeffries. © 7Nov67; KK205063.
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- Ah, what a sight to see; rack after rack of the most exciting new men's fashions. (In The New York times, May 20, 1968, p.36) © 20May68; KK206260.
- How would you score this men's fashion quiz? (In The New York times, June 17, 1968, p.33) © 17Jan68; KK206758.
- Man's-eye view of the fashion explosion. Men's apparel. (In New York times, June 3, 1968, p.38) © 3Jun68; KK206504.
- New story with an old twist; spectacular discounts... on famous make suits. (In The New York times, Mar. 28, 1968, p.38) © 28Mar68; KK206128.
- Read any shopper's guidebooks lately? (In New York times, Feb. 1, 1968, p.24) © 1Feb68; KK204695.
- Tropic tip for vacation planners; dacron-wool-mohair hand-tailored suits. (In The New York times, Feb. 8, 1968, p.28) © 8Feb68; KK205561.

Schenley salutes America's bartenders, always in the center of things; May is National Tavern month. (In Observer, May 6, 1968, p.7) © 6May68; KK206698.

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What's behind the name Champion? (In The Dallas times herald, Mar. 22, 1968, p.1-G) © 22Mar68; KK206135.

What's better than one bottle of Schenly superb bourbon at 4.99? (In San Francisco chronicle, Mar. 15, 1968, p.10) © 15Mar68; KK205534.

Why doesn't someone make bottled cocktails using a really fine Bourbon; Schenley bottled cocktails. (In Columbus dispatch, Ohio, May 26, 1967, p.12B) © 26May67; KK205443.

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Catch the 4:46 to Puerto Rico; Ron Carioca Puerto Rican rum makes a drink sing. (In Cleveland press, Apr. 18, 1968, p.A-14) © 18Apr68; KK206140.

Dewar's, the Scotch in fashion with men in fashion. [Endorsed by Chester Kessler] (In Gentlemen's quarterly, May 1968, p.4 of cover) © 1May68; KK206143.

Dewar's, the Scotch in fashion with men in fashion. [Endorsed by Harry Roth] (In Gentlemen's quarterly, Sept. 1967, p.42) © 18Sep67; KK205410.

Dewar's, the Scotch in fashion with top men of industry. (In Gentlemen's quarterly, Winter 1967-1968, p.42-43) © 23Nov67; KK205444.

Dubonnet is Paris in a glass. (In Harper's bazaar, Sept. 1967, p.195) © 18Sep67; KK205361.

Great luxury in a small package, Dewar's White Label scotch whisky. (In Detroit chronicle, May 11, 1968, p.2) © 11May68; KK206305.

Imported MacNaughton Canadian whisky for giving on a grand scale. (In Press herald, Portland, Me., Dec. 8, 1967, p.28) © 8Dec67; KK205359.

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Precedents may be overturned, decisions may be reversed, but Dewar's never varies; blended Scotch whisky. (In New York law journal, Feb. 13, 1968, p.7) © 13Feb68; KK205358.

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Welcome gift Scotch the world over, Dewar's White Label. (In Sales management, Sept. 1967, p.4 of cover) © 10Sep67; KK205409.

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Break the ice with Teacher's Scotch. (In Southern scene, Spring 1968, p.6) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Mar68; KK205738.

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Now in Michigan; Old Milwaukee genuine draft beer. (In Press, Grand Rapids, Mich.) Appl. author: Cunningham & Walsh. © 1Dec67; KK204359.

Now in South Carolina; Old Milwaukee genuine draft beer. (In State-record, Columbia, S.C.) Appl. author: Cunningham & Walsh. © 8Dec67; KK204358.

October is Schlitz month in Longview. (In The Longview daily news, Oct. 17, 1967, p.3B) © 17Oct67; KK204557.

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Please lie down, Posturepedic is comfortable. (In Life, Apr. 19, 1968, p.26) Appl. author: Earle Ludgin & Co. © 15Apr68; KK206079.

Sealy just added a day shift; Sealy Posturepedic. (In Home furnishings daily, Jan. 19, 1968, p.12-13) Appl. author: Earle Ludgin & Co. © 19Jan68; KK205414.

Sleeping on a firm Sealy Posturepedic won't make you any younger, it will just make you feel that way. (In Life, Mar. 1, 1968, p.63) Appl. author: Earle Ludgin & Co. © 26Feb68; KK205413.

This is the mattress you're going to buy in ten years. (In Bride & home, spring-summer 1968, p.6) Appl. author: Earle Ludgin & Co. © 4Jan68; KK206075.

Your unique location may bring them in, but your Sealy Posturepedic mattresses will bring them back. (In Hospitality lodging, Apr. 1968, p.L23) Appl. author: Earl Ludgin & Co. © Sealy, Inc., Contract Division (in notice: Sealy, Inc.); 1Apr68; KK206078.

SEALY, INC. CONTRACT DIVISION. ©

More of the tall ones are coming, be ready with the extra length Sealy Posturepedic mattress. (In College & university business, Mar. 1968, p.64) Appl. author: Earle Ludgin & Co. © 1Mar68; KK206076.

Why should you pick the Sealy Posturepedic mattress for the class of '68? (In College & university business, Apr. 1968, p.43) Appl. author: Earle Ludgin & Co. © 1Apr68; KK206077.

SEBRING (GENE) INC. ©

Seasons greetings; with this set of watch band calendars. Folder. Appl. author: Gene Sebring. Appl. ti.: Watch calendar greeting card. © 11Mar68; KK206097.

SECURITY FIRST NATIONAL BANK, LOS ANGELES.

For the latest economic reports on southern California, drop by our newsstand. (In Financial executive, Jan. 1968, p.29) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 1Jan68; KK205315.

No deposit, no return. (In Los Angeles times, Jan. 3, 1968, pt.1, p.6) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 3Jan68; KK204726.

Security Bank congratulates Alan Adelman, winner of our college contest with this clever entry. (In Valley State daily sundial, Dec. 12, 1967, p.5) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 12Dec67; KK205753.

SELECTIVE PRODUCTS CORP. ©

Camera stereo-tape car caddy; model HA-CT. Sheet. Appl. author: F. Krone. © 11Sep67; KK205038.

New, portable camera stereo-tape three compartment car camera. Folder. Appl. author: F. Krone. © 11Sep67; KK205018.

SENIOR ESTATES, INC. ©

Happiness is living at Woodburn Senior Estates. (In The Oregonian, Mar. 24, 1968, p.9) © 24Mar68; KK205462.

Three new home designs now available at Woodburn Senior Estates. Folder. © 1Mar68; KK205463.

SESSA, PAULINE ELSIE. ©

Make-a-mobile, fun pastime for the entire family. Sheet. © 1May68; KK206210.

SEVEN-UP CO. ©

Aida is no lady, it's your key to selling face to face. Sheet. (Chuckles from the route) © 1Mar68; KK205920.

SEVEN-UP CO.—Con.

Get an edge on competition, more 7-Up and Like sales. Sheet. (Chuckles from the route) © 1Feb68; KK205041.

Guardian of 7-Up total availability. (Chuckles from the route) © 1May68; KK206235.

The more the merrier, Seven-Up makes a great case for a party. (In Ebony, Dec. 1967, p.33) Appl. author: J. Walter Thompson Co. © 18Nov67; KK204457.

Plan now for 7-Up sales action '68. Sheet. (Chuckles from the route) © 2Jan68; KK204536.

There's no cola like the uncola. (In Chicago tribune magazine, Apr. 7, 1968, p.61) Appl. author: J. Walter Thompson Co. © 7Apr68; KK205929.

Tune in, turn on, your selling efforts in 1968 with 7-Up, the un and only. Sheet. (Chuckles from the route) © 1Mar68; KK205921.

The Uncola. (In Chicago tribune magazine, Mar. 17, 1968, p.38) Appl. author: J. Walter Thompson Co. © 17Mar68; KK205925.

The Uncola, the un and only. Poster. Appl. author: J. Walter Thompson Co. © 1Apr68; KK205927.

The uncola, un for the road. Poster. Appl. author: J. Walter Thompson Co. © 20Feb68; KK205128.

The uncola, we're # un. Poster. Appl. author: J. Walter Thompson Co. © 25Mar68; KK205683.

SHAWMUT ASSN., INC. ©

What the professional man, and others, don't know about paying life insurance premiums can hurt. (In Boston herald traveler, Apr. 18, 1968, p.9) © 18Apr68; KK206245.

SHERIDAN PRODUCTS, INC. ©

Pneumatic, the all around American air rifle. (In Western outdoors, May 1, 1968, p.10) Appl. author: Reincke, Meyer & Finn, Inc. © 1May68; KK206383.

Sheridan's are built for a purpose, not just made to sell. (In Southern outdoors, Aug. 1967, p.12) Appl. author: Reincke, Meyer & Finn, Inc. © 1Aug67; KK205878.

Sheridan's are built for a purpose, not just made to sell; pneumatic rifles. (In The Sporting goods dealer, Apr. 1, 1968, p.85) Appl. author: Reincke, Meyer & Finn, Inc. © 1Apr68; KK206377.

Sheridan's, the ideal rifle for pests, small game. (In Sports afield, Apr. 1968, p.146) Appl. author: Reincke, Meyer & Finn, Inc. © 1Apr68; KK205837.

SHERMAN (MARY) INC.

By now you've been in and out of that station wagon 20 times; isn't it time for a Mary Sherman; bubbling bath oil. (In Glamour, Aug. 1967) Appl. author: McCann-Erickson, Inc. © Mary Sherman, Inc., division of DuBarry (in notice: Mary Sherman, Inc., affiliate of DuBarry); 20Jul67; KK204473.

SHERWIN-WILLIAMS CO. ©

Latex semi-gloss enamel for woodwork, kitchens and bathroom walls. Folder. © 7Mar68; KK205321.

SIBULKIN, ESTHER L. See LAURI ENTERPRISES.

SILVER METAL PRODUCTS CO.

Build the fast modern way. Sheet. © Douglas T. Silver d.b.a. Silver Metal Products Co.; 13Jan68; KK204523.

SIMMONS CO. ©

Give every part of your body a good night's sleep; Beautyrest by Simmons. (In Life, Feb. 23, 1968, p.1) Appl. author: Young & Rubicam, Inc. © 19Feb68; KK205755.

Golden values, the best your money can buy; you only buy a mattress once every 5 to 10 years. (In Life, Feb. 16, 1968, p.12-13) Appl. author: Young & Rubicam, Inc. © 12Feb68; KK205756.

SIMONIZ CO.

Deep cleaning floor wax remover; net 46 fl. oz. On can. © Simoniz Co. (in notice: Simoniz Co., division of Morton International, Inc.); 12Oct67; KK204733.

Disinfectant cleaner; contents 55 U.S. gallons. Sticker. © 8Jan68; KK204438.

Electric polisher floor wax; net 64 fl. oz. On can. © Simoniz Co. (in notice: Simoniz Co., a division of Morton International, Inc.); 29Dec67; KK204528.

Non-Scuff self-polishing floor wax; contents: 1 pint 11 oz. On can. © 31Aug67; KK204446.

Reddi fabric finish; net wt. 20 oz., 1 lb. 4 oz. On can. © Simoniz Co. (in notice: Simoniz Co., a division of Morton International, Inc.); 16Oct67; KK204465.

Vista for one step floor care; net 27 fl. oz. On can. © 16Oct67; KK204444.

SIMPLICITY PATTERN CO., INC. ©

The designer touch inside and out, you are cordially invited to a fashion show and lecture. Card. © 1Feb68; KK205147.

Free at the pattern counter, Simplicity fashion news. Card. © 1Feb68; KK205148.

Free every month, Simplicity fashion news. Card. © 1Jun68; KK206854.

Free, pick up your copy today; Simplicity fashion news. Card. © 1May68; KK206360.

It's free at the pattern counter; Simplicity fashion news. Poster. © 1Jan68; KK204628.

Jiffy wrap dress from only 1 pattern piece; 7760. Card. © 1May68; KK206356.

Over 500 fashions for spring, summer sewing; Simplicity home catalog. Card. © 1Feb68; KK205149.

Pick up the latest copy now, free at the pattern counter; Simplicity fashion news; 7633. Card. © 1Mar68; KK205448.

Pick up your free copy at our pattern counter, Simplicity fashion news; 7689. Card. © 1Apr68; KK205919.

School swatch chart, Spring 1968, fashion measures up; 7461. Folder. © 1Jan68; KK205054.

Simplicity; 7454. Card. © 1Dec67; KK204252.

Simplicity; 7472. Card. © 1Dec67; KK204250.

Simplicity; 7478. Card. © 1Dec67; KK204251.

Simplicity; 7484, new sizing. Poster. © 1Jan68; KK204624.

Simplicity; 7526, 7525, patterns in new sizing. Poster. © 1Jan68; KK204626.

Simplicity; 7527 new sizing. Card. © 1Feb68; KK205150.

Simplicity; 7534, new sizing. Poster. © 1Jan68; KK204625.

Simplicity; 7572. Card. © 1Dec67; KK204253.

Simplicity; 7589 new sizing. Card. © 1Feb68; KK205151.

Simplicity; 7628, new sizing. Card. © 1Mar68; KK205446.

Simplicity; 7635; new sizing. Card. © 1Mar68; KK205445.

Simplicity; 7659; 7626; patterns in new sizing. Card. © 1Mar68; KK205447.

Simplicity; 7682; new sizing. Card. © 1Apr68; KK205917.

Simplicity; 7691; new sizing. Card. © 1Apr68; KK205918.

Simplicity; 7751, new sizing. Card. © 1Jun68; KK206851.

Simplicity; 7761, new sizing. Card. © 1Jun68; KK206852.

Simplicity; 7777, new sizing. Card. © 1Jun68; KK206853.

Simplicity; 7791; new sizing. Card. © 1Apr68; KK205916.

Simplicity adult swatch chart. Folder. © 1Feb68; KK205243.

Simplicity-gram; Simplicity has 12 new bonus basic dress patterns, available in 2 new fashion styles. Sheet. © 1Jan68; KK204623.

Simplicity-gram, wrap-up fabric sales with our big fashion winner; 7572. Sheet. © 1Dec67; KK204249.

Simplicity, the fashion magazine for women who sew, spring 1968; sew radiant spring fashions. Poster. © 1Jan68; KK204627.

7712, blouse; 7735, skirt. Card. © 1May68; KK206358.

7731, new sizing. Card. © 1May68; KK206359.

The swing about; 7651. Sheet. © 1May68; KK206357.

The wrap-up three armhole Jiffy; 7572. Sheet. © 1May68; KK206355.

SKAGGS, GROVER W. ©

Pacer. Sticker. Appl. ti.: Pacer records. © 24Nov67; KK206422.

SLABCRAFT.

Introducing Slabcraft, greatest innovation since the wheel; basic bottle no.100. Sheet. © Slabcraft, solely owned by James B. Roberts; 6May68; KK206488.

SLENDERBOLIC HEALTH STUDIOS, INC. ©

Become suddenly slender for the holidays; what do you have to lose? (In The Houston post, Nov. 27, 1967, p.19) © 27Nov67; KK204822.

Jane Nelson, Miss United States, invites you to lose up to 10 lbs. this week for only \$1.70. (In The Houston post, Oct. 16, 1967, section 6, p.7) © 23Oct67; KK204183.

SLENDERBOLIC SERVICE, INC. ©

Announcing the grand opening of Slenderbolic Post Oak. (In The Houston post, Jan. 2, 1968, section 1, p.22) NM: revisions. © 2Jan68 (in notice: 1967); KK204507.

SLENDERBOLIC SERVICES, INC. ©

Has your figure shifted upside down? (In Houston chronicle, Feb. 12, 1968, section 3, p.3) © 12Feb68 (in notice: 1967); KK204908.

Houston's newest, most modern beauty health resort opens its doors. (In Texas magazine, Dec. 31, 1967, p.8-9) NM: revisions. © 31Dec67; KK204508.

SLIVOSKI, WALLACE. ©

Wally's furniture touch-up kit for dark wood finishes. Card. © 11Nov67; KK205336.

SLOAN ENTERPRISES. ©

Swizzle Stix. Sheet. Appl. author: William V. Sloan. © 25Jan68; KK204909.

SMETHPORT SPECIALTY CO. ©

Ring carom; model no.150. Card. © 21Mar68; KK205557.

- Sand City; model no.144. On box. © 21Mar68; KK205560.
- Snow City, U.S.A.; model no.145. On box. © 21Mar68; KK205558.
- Super darts; model no.151. Card. © 21Mar68; KK205559.
- Trail blazer, magnetic power button; model no.131. On wrapper. © 15Jan68; KK204351.
- SMITH (A. O.) HARVESTORE PRODUCTS, INC. ©
At first you could swear you're getting more feed out than you put into your Harvestore system. (In Successful farming, Feb. 1967, p.66-67) Appl. author: C. Allen Applegate. © 1Feb67; KK206409.
- How to compete with the factory in town for hired help, get a factory of your own, a Harvestore system. (In Farm quarterly, Spring planning 1967, p.30-31) Appl. author: C. Allen Applegate. © 6Feb67; KK206411.
- Nearly half the Harvestore systems we make are sold to farmers who already own one. (In Agricultural banking & finance, Mar.-Apr. 1967, p.20-21) Appl. author: C. Allen Applegate. © 15Mar67; KK206410.
- Now get the feeding capacity of three ordinary silos with one Harvestore system. (In Farm quarterly, summer 1967, p.20-21) Appl. author: C. Allen Applegate. © 8May67; KK205105.
- 7 questions farmers most often ask about the Harvestore system. (In Successful farming, Apr. 1967, p.58-59) Appl. author: C. Allen Applegate. © 1Apr67; KK205103.
- Smile when you call it a silo. (In Agricultural banking & finance, Nov.-Dec. 1966, p.27-30) Appl. author: C. Allen Applegate. © 15Nov66; KK205104.
- Smile when you call it a silo. (In Big farmer, winter 1967, p.34-35) Appl. author: C. Allen Applegate. © 15Nov66; KK205101.
- When you consider ... for a few dollars a year you can add thousands to your income with a Harvestore system. (In National livestock producer, May 1967, p.16-17) Appl. author: C. Allen Applegate. © 1May67; KK205102.
- Who's financing all those Harvestore systems? What do they know that you should know? (In Agricultural banking & finance, Jan.-Feb. 1967, p.28-29) Appl. author: C. Allen Applegate. © 15Jan67; KK206412.
- SNYDER LABORATORIES.
Introducing Snyder Steril-Pak Service; this is ... available to producers of disposable products in the medical and surgical fields. (In Modern packaging, Dec. 1967, p.12) © Snyder Laboratories, division of Snyder Manufacturing Co., Inc.; 22Nov67; KK204795.
- Is sterile packaging of disposable products one of your problems? Solve it with Snyder Steril-Pak Service. (In Modern packaging, Feb. 1968, p.4A) © Snyder Laboratories, division of Snyder Manufacturing Co., Inc.; 25Jan68; KK204810.
- Steril-Pak Service is geared to meet vital requirements for sterile packaging of disposable medical and surgical products. (In Modern packaging, Jan. 1968, p.21) © Snyder Laboratories, division of Snyder Manufacturing Co., Inc.; 2Jan68; KK204794.
- SOJOURN PRODUCTIONS, INC. ©
The Match Game, new fifth edition; 4890. Milton Bradley Co. On wrapper. © 1Mar68; KK206533.
- SOLATEC LABS. ©
Child's hand guards. Sheet. © 22Apr68; KK205986.
- SOLVIT CHEMICAL CO., INC.
Control rats & mice at minimum cost with the new Solvit Mini-Baiter. Sheet. Appl. author: Lewis B. Kelly. Appl. ti.: Label for Mini-Baiter bait station. © Solvit a.a.d.o. Solvit Chemical Co., Inc.; 1Dec67; KK205395.
- S.C.C., all-purpose liquid cleaner concentrate; contents, one quart. On bottle. Appl. author: Lewis B. Kelly. © Solvit a.a.d.o. Solvit Chemical Co., Inc.; 15Jan67; KK205382.
- SONY CORP. ©
The stereo for busy people; TC-660 Sterocorder. (In Time international, Asia ed., Dec. 8, 1967, p.64) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec67; KK204294.
- A warning to Sony TA-1120 amplifier owners. (In Life, Asia ed., Mar. 18, 1968, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar68; KK205881.
- SONY CORP. See SONY CORP. OF AMERICA.
- SONY CORP. OF AMERICA. ©
All you have to do to sell it is turn it on; FM/AM solid state. (In Home furnishings daily, Apr. 22, 1968, p.64) Appl. author: Doyle Dane Bernbach, Inc. © 22Apr68; KK206384.
- Are your incentives worth trying for? (In Sales management, Nov. 1, 1967, p.69) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America; 27Oct67; KK204296.
- For that orchestra right in the room with you sound, you'd better have the right room; Sony H-150 compact stereo system. (In The New Yorker, Apr. 20, 1968, p.117) Appl. author: Doyle Dane Bernbach, Inc. © 17Apr68; KK206201.
- It doesn't sound portable; shrunken console. (In The New Yorker, June 3, 1967, p.65) Appl. author: Doyle Dane Bernbach, Inc. © 30May67; KK204498.
- Just because you don't know an OTL circuit from a grunch coil doesn't mean you don't know what good sound is. (In HiFi/stereo review, Jan. 1968, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 27Dec67; KK205626.
- See yourself as your students see you; Videocorder. (In College management, Apr. 1968, p.41) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America; 27Mar68; KK206197.
- 700-U TV, a little more screen, a little less money. (In The New Yorker, Apr. 6, 1968, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr68; KK205970.
- Sony introduces a new Videocorder; it's portable, weighs 18 pounds, runs on a battery pack, and sells for \$1,250. (In Home furnishings daily, June 26, 1967, p.40-41) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America; 23Jun67; KK204293.
- Sure you were smart, but how smart? (In Home furnishings daily, Feb. 26, 1968, p.32) Appl. author: Doyle Dane Bernbach, Inc. © 26Feb68; KK205627.
- We decided we don't have to tell you why you should stock up on Sony radios for Christmas. (In Home furnishings daily, Oct. 23, 1967, p.60) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America; 20Oct67; KK204297.
- What are that? Sony 8F-38W and stereo adaptor. (In The Saturday evening post, Dec. 16, 1967, p.78) Appl. author: Doyle Dane Bernbach, Inc. © 13Dec67; KK205625.
- You can take it with you. (In Life, Dec. 8, 1967, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 5Dec67; KK204375.
- You can tune in on almost anything. (In National geographic, Feb. 1968, p.10) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America (In notice: Sony Corp.); 29Jan68; KK204876.
- You don't have to sell Sony, all we ask is that you have it around to sell when customers ask for it. (In Home furnishings daily, Nov. 13, 1967, p.33) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America; 10Nov67; KK204295.
- SOPHIE MAE CANDY CORP. ©
Peanut brittle; net wt. 11 oz. On wrapper. © 27Mar68; KK205967.
- SOUTH ATLANTIC SALES CO., INC. ©
Seafood Time brand 444 shrimp fish n' chips dinner; 4 golden jumbo shrimp, 4 ounces delicious haddock or flounder, 4 ounces golden french fries. Folder. © 27May68; KK206381.
- SOUTHERN CALIFORNIA VISITORS COUNCIL. ©
Southern California; vacation weather year round. Folder. Appl. author: Foote, Cone & Belding. © 29Apr68; KK206333.
- SOUTHWEST SOUNDS CO.
Freight trains album no. one, 484 at Chama, New Mexico. Folder. © LaMunyon Bros. d.b.a. Southwest Sounds Co.; 10Oct67; KK204305.
- SPA, INC. ©
Do you like the shape you're in? [Silhouette of woman] (In Houston post, Mar. 3, 1968, spotlight section, p.20) Appl. author: Richard L. Minns. © 3Mar68; KK206124.
- Do you like the shape you're in? In less than 60 days you can have an Ace Rican Spa Shape. [Muscular man] (In Houston post, Mar. 4, 1968, section 4, p.3) Appl. author: Richard L. Minns. © 4Mar68; KK206740.
- SPARE-TIME PRODUCTS, INC. ©
Can you solve those Damblocks puzzle. Folder. NM: addition & revision. © 9Feb68; KK204969.
- SPECIALTIES, INC. ©
Wall accessories unlimited. 40 p. © 15Mar68; KK206893.
- SPECTROL ELECTRONICS CORP. ©
The Abbe Nollet decided one day to test the speed of electricity. (Vignettes in electronic history) (In Electronics magazine, Feb. 20, 1967, p.253) © 20Feb67; KK204224.
- The Abbe Nollet decided one day to test the speed of electricity. Sheet. (Vignettes in electronic history, 1) © 24Feb67; KK206751.
- Charles-Francois de Cisternay Dufay dangled from the ceiling in a very quaint way. (Vignettes in electronic history) (In Electronics magazine, Apr. 3, 1967, p.26) © 3Apr67; KK204222.

SPECTROL ELECTRONICS CO.-Con.

In days of old, when swains were bold before the electronic computer. (In Electronics, July 24, 1967, p.225) © Spectrol Electronics Corp. (in notice: Spectrol Electronics Corp., a subsidiary of Carrier Corp.); 24Jul67; KK206317.

In days of old, when swains were bold, before the electronic computer, the electric kiss was a test of love. Sheet. (Vignettes in electronic history, 3) © 28Jul67; KK206656.

SPERRY RAND CORP. ©

Again no.1; Remington no.1 in total electric shaver sales. (In Home furnishings daily, Feb. 2, 1968, p.23) Appl. author: Young & Rubicam, Inc. © 2Feb68; KK205317.

Let's get together on a gift; you give her this shaver, we'll give her this tote bag; Lady-Go-Lightly by Remington. (In Look, May 3, 1968, p.10) Appl. author: Young & Rubicam, Inc. © 29Apr68; KK206480.

Remington introduces the Maxi shaver, it's for the legs that wear mini-skirts; Lady-Go-Lightly. (In McCall's, Dec. 1967, p.33) Appl. author: Young & Rubicam, Inc. © 21Nov67; KK205311.

The safety shaver, it took the sting out of shaving; Remington. (In Esquire, Dec. 1967, p.245) Appl. author: Young & Rubicam, Inc. © 9Nov67; KK204724.

Some ways to get a closer shave have nothing to do with the shaver at all. (In The Sunday Denver post, Oct. 8, 1967, insert) Appl. author: Young & Rubicam, Inc. © 8Oct67; KK204725.

This is fashion in a brand new field, Remington introduces Lady-go-lightly. (In Home furnishings daily, Nov. 14, 1967, insert) Appl. author: Young & Rubicam, Inc. © 14Nov67; KK204723.

STANDARD PACKAGING CORP. BROWN & BIGELOW DIVISION. See BROWN & BIGELOW.

STANDART PRODUCTS CO. ©

Dr. White's self-adhesive nose cushions, paddles, earring pads; no.104. Card. Appl. authors: Gary B. Standart d.b.a. Standart Products Co. © 14Aug67 (in notice: 1965); KK205396.

STARRETT (L. S.) CO. ©

Satin chrome micrometers. Card. © 26May67; KK204792.
Universal bevel protractor. Card. © 26May67; KK204793.
Vernier caliper. Card. © 26May67; KK204790.
Vernier height gage. Card. © 26May67; KK204791.

STEEL, JOHN.

Sovereign of the Seas all plastic assembly kit. See AURORA PLASTIC CORP.

THE STEREOS. See FORD, JOHN G.

STERLING DRUG, INC. GRAY (DOROTHY) COSMETICS DIVISION. See GRAY (DOROTHY) COSMETICS.

STERNCO INDUSTRIES, INC. AQUARIUM SUPPLY CO. DIVISION. See AQUARIUM SUPPLY CO.

STERNCO INDUSTRIES, INC. DELTA PRODUCTS DIVISION. See DELTA PRODUCTS.

STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS DIVISION. See LONGLIFE FISH FOOD PRODUCTS.

STEVENS, WILLIAM. ©

Retail price list, bubble bath supreme. Card. Appl. ti.: Merchandise list of William Stevens, perfumer. © 9Feb67; KK204308.

STEWART (BOB) INC. See PERSONALITY CO.

STILLER, WILLIAM B.

Little Octopus 1968, a truly modern and practical soap holder; no.4000. Sheet. © W. B. Stiller; 26Jan68; KK204587.

STOKELY-VAN CAMP, INC. ©

Why make salads the hard way? Now, Stokely makes a frozen chicken salad. Folder. © 7Aug67; KK205592.

STRAND, GEORGE. ©

The Azalea model 2-family apartment. Sheet. © 30Jan68; KK204581.
The Rose Lawn model; home. Sheet. © 30Jan68; KK204580.

STRAND, KENNETH. ©

Red Bag masonry products. Sheet. © 9Feb68; KK204883.

SUN CLEANSER CO. ©

Hichem pool chlorine concentrate; net wt. 2 ozs. Sticker. Appl. author: Fred Fedrigo. © 15Mar68; KK205432.

SUN DROP CORP.

It's fun to sip 'n eat Cinderella sherbet style semi-frozen ice. Folder. Appl. author: Obata & Associates. © Sun Drop Sales Corp. of America d.b.a. Sun Drop Corp.; 25Oct67; KK204184.

SUNBEAM CORP. ©

Early gift buyers sale, Sunbeam vacuum broom, November 1 through 30. (In Home furnishings daily, Nov. 17, 1967, p.22) © 3Nov67; KK205161.

Fall housecleaning sale, now your customer can get the new Sunbeam 2+2 vac at a very special sale price! (In Home Furnishings daily, Oct. 6, 1967, p.30) © 6Oct67; KK205164.

Get this famous-name Nylon ski parka only \$6.95 when you buy this Lady Sunbeam Vista controlled-heat hair dryer. (In This week magazine, Aug. 27, 1967, p.9) © 27Aug67; KK205170.

Introducing the smoothest shave you ever heard. (In The West Michigan magazine, The Grand Rapids Press, Dec. 3, 1967, p.25) © 3Dec67; KK204428.

Kitchen & alarm clocks, decorator clocks; KW201. (In U.S. tobacco journal, Sept. 28, 1967, p.13-14) © 28Sep67; KK205166.

Look, Sunbeam will send you 1000 free S&H green stamps; Vista multi-cooker frypan. (In Parade, Oct. 1, 1967, p.13) © 1Oct67; KK205165.

News from Sunbeam: powerful Snow Champ snow throwers! (In Modern garden center, July 1967, p.22M) © 10Jul67; KK205172.

Now Sunbeam introduces the first complete line of home dental care appliances. (In The Journal of the American Dental Assn.; Dec. 1967, p.1282) © 1Dec67; KK204427.

Now you can recommend one famous name for all three home dental appliances; Sunbeam cordless hygienic toothbrush. (In The Journal of the American Dental Assn., Oct. 1967, p.816) © 1Oct67; KK204391.

Red hot Sunbeam Courier vac sale during September and October. (In Home furnishings daily, Sept. 8, 1967, p.18) © 8Sep67; KK205169.

Save up to \$10.45; whirlpool action denture cleaner. (In Dental products report, Jan.-Feb. 1968, p.17) © 1Jan68; KK204925.

Sell Sunbeam floor care for Christmas 29 models to choose from; Courier canister vac. (In Home furnishings daily, Nov. 17, 1967, p.34) © 17Nov67; KK205160.

Sunbeam requests the honour of your participation in its exciting new bridal plan; TMLB double-coated Teflon multi-cooker frypan. (In Modern bride, fall 1967, p.86-87) © 6Jul67; KK205173.

Sunbeam, still the fastest growing name in home care, industry up .5%, Sunbeam up 53.4%. (In Home furnishings daily, Dec. 15, 1967, p.16) © 15Dec67; KK205158.

Sure, there's a way to clean between your teeth and help prevent adult tooth loss; Sunbeam Oral Jet Rinse. (In Life, Dec. 8, 1967, p.94B) © 8Dec67; KK204425.

There are 8 other good reasons to choose a Sunbeam shaver. (In Newsweek, Nov. 20, 1967, p.89) © 20Nov67; KK204416.

3 teaching steps to creative blending with the Sunbeam electric blender. (In What's new in home economics, Nov. 1967, p.32) © 15Oct67; KK205163.

3 teaching steps to creative cookery with the Sunbeam double-coated Teflon waffle baker & grill. (In What's new in home economics, Jan. 1968, p.8) © 15Dec67 (in notice: 1968); KK205159.

3 teaching steps to creative cookery with the Sunbeam Teflon coated multi-cooker frypan. (In What's new in home economics, Oct. 1967, p.32) © 15Sep67; KK205168.

3 teaching steps to creative mixing with the new Sunbeam Mixmaster mixer; model MM100W. (In What's new in home economics, Sept. 1967, p.22) © 15Aug67; KK205171.

When he can't stop for a shave, give a Sunbeam Cordless. (In Life, Dec. 8, 1967, p.63) © 8Dec67; KK204426.

When your shave better be close; when sideburns are important, give a Sunbeam shaver. (In Life, Nov. 24, 1967, p.56-57) © 24Nov67; KK204417.

Wind up with a bang, only 11 days left to promote your profit pair. (In Home furnishings daily, Oct. 20, 1967, p.46) © 20Oct67; KK205162.

World's biggest electric housewares ad in the world's biggest magazine, Sunbeam and Reader's digest. (In Merchandising week, Sept. 18, 1967, p.13-27) © 18Sep67; KK205167.

SUNSET HOUSE. ©

Full page idea; Heady idea. (In Los Angeles times, Mar. 1, 1968, pt.1, p.23) Appl. author: Leonard Carlson. © 1Mar68; KK206257.

SUPERSCOPE, INC. ©

Capture the strength and delicacy of every sound for only \$99.50; Sony Superscope. (In Theatre crafts, Mar.-Apr. 1968, p.230) © 18Mar68; KK206641.

Mix business with pleasure; Sony Superscope. (In U.S. news & world report, June 3, 1968, p.107) © 27May68; KK206684.

Mommy, can I hear my daddy's voice again? Sony Superscope. (In Look, June 25, 1968, p.11) © 12Jun68; KK206898.

SUPREME SCHOOL STUDIOS.

New Supreme proof pick a pack plan, over 100 assortments, in natural

color or black & white. Folder.
© James H. Passler d.b.a. Supreme
School Studios; 24Nov67; KK204454.

SUSIE-Q RESTAURANTS, INC. ©
Famous Susie-Q fish & chips. On
folding carton. Appl. author:
Albert K. Bergel. © 23Dec67;
KK204455.

SWIFT TEXTILES, INC. ©
In men's and boys dress-up denims,
Swift has a full house showing.
(In Daily news record, May 21,
1968, p.17) © 21May68; KK206331.
Introducing colorful, new durable
press, soil release Swifticates,
the sophisticated denims.
(In Daily news record, Feb. 27,
1968, p.5) © 27Feb68; KK205480.

Most of our specialty industrial
fabrics are born not simply made.
(In Daily news record, Jan. 11,
1968, p.23) © 11Jan68; KK204290.

Product of top quality, famous
Susie-Q fish & chips. On folding
carton. Appl. author: Albert K.
Bergel. © 23Dec67; KK204529.

The self-starters in specialty in-
dustrial fabrics. (In Daily news
record, Feb. 15, 1968, p.19)
© 15Feb68; KK204977.

Shape up with new fall '68 Swift
poly-cottons and ship out more
dress up denims. (In Daily news
record, Feb. 6, 1968, p.17)
© 6Feb68; KK204906.

Shirley captures imaginations and
stretch customers with excitingly
live fall '68 SwiftFlex fabrics
like these. (In Women's wear
daily, May 22, 1968, p.54)
© 22May68; KK206325.

SwiftElegant by Swift, durable press-
soil release-stretch denim. (In
Daily news record, Jan. 9, 1968,
p.9) © 9Jan68; KK204364.

Swiffabulous, and it really is; it's
new, it's Swift-mates by Swift
and it's live. (In Women's wear
daily, Feb. 13, 1968, p.25)
© 13Feb68; KK205108.

We're flying a new bird, over a new
name, for very good reasons.
(In Daily news record, Jan. 24,
1968, p.5) © 24Jan68; KK204911.

SWISS AMERICAN PRECISION IMPORTS, INC. ©
Attention, manufacturers of semi-
conductors and thin fragile type
units, Erem Waf-O-Grip for wafer
handling. Sheet. © 30Jan68;
KK205643.

SWITZERLAND CHEESE ASSN. ©
Switzerland cheese. Sheet.
© 5Feb68; KK204967.

SYKES RESEARCH.
The new 3rd dimension putter sight;
instructions for drill out and
installing the 3 D putter sight.
Folder. © R. F. Sykes (Sykes
Research); 26Mar68; KK205973.

SYLMARK ENTERPRISES.
Fisherman's friend, the greatest name
in fishing accessories and gifts;
no.660, knife with leather sheath.
Appl. author: Mark E. Overland.
© Sylmark Enterprises (in notice:
Sylmark); 26Jan68; KK204550.

Overland new no.151 fisherman's
friend; 17-in-one combination.
On wrapper. © 15Apr68; KK206154.

17-in-one combination; Overland new
no.151 fisherman's friend. On
wrapper. © 15Apr68; KK206153.

T

T-P LABORATORIES, INC. ©
Positron pitch; patients flip over
new fresh 'n white Positron posi-
tioners. Folder. Appl. author:
Peter C. Kesling. © 7Feb68;
KK204905.

TRW, INC. ©
Instruments; condensed catalog,
January 1968. 19 p. © 15Jan68;
KK205124.
Measurement of short decay times with
the TRW Nanosecond spectral source
system. 7 p. © 2May67; KK205596.
TRW instruments; condensed catalog,
Jan. 1967. 13 p. © 30Jan67;
KK204354.

T. T. & T. EILTS.
Trail Hop, game of speed. On wrapper.
© Theodore Eilts d.b.a. T. T. & T.
Eilts; 15Feb67 (in notice: 1966);
KK204730.

TV GEMS, INC. ©
Match that song. Slip. Appl. author:
Harvey Bacal. © 19Oct67; KK204734.
Play the Money mileage game. Sheet.
Appl. author: Harvey Bacal.
© 12Mar68; KK205573.

TASCO SALES, INC. ©
Immersion oil kit; no.1590.
Sheet. © 8Sep67; KK204589.

TEHAMA INDUSTRIES. ©
Household receipt file. 3 folding
cartons. Appl. ti.: Home file
system. © 10Nov67; KK205040.

TEXTRON, INC. ALVIN CO. DIVISION.
See ALVIN CO.

TEXTRON, INC. GORHAM DIVISION.
See GORHAM.

THOMAS (S. B.) INC. ©
Everybody knows that butter and
Thomas' English muffins have been
going together for years. (In
Woman's day, Mar. 1968, p.85)
Appl. author: Rumrill-Hoyt, Inc.
© 20Feb68; KK205303.

Presenting the hamburger with an
English accent; Thomas' English
muffins. (In Ladies' home journal,
Mar. 1968, p.144i) Appl. author:
Rumrill-Hoyt, Inc. © 27Feb68;
KK205121.

Thomas' English muffins dishes with
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Mar. 1968, p.70A-B) Appl. author:
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Treat diabetics to tighter control of
carbohydrates; Glutogen gluten
bread. (In The New York physician,
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Rumrill-Hoyt, Inc. © 10Mar68;
KK205333.

THOMAS' FROZEN FOODS, INC. ©
The end of the dull breakfast;
English muffins. (In McCall's,
Apr. 1968, p.R-6) Appl. author:
Rumrill-Hoyt, Inc. © 21Mar68;
KK205469.

Give them a taste of home, date-nut
loaf. (In The Military market
magazine, Jan. 1968, p.117) Appl.
author: Rumrill-Hoyt, Inc.
© 2Jan68; KK204552.

THOMASVILLE FURNITURE INDUSTRIES,
INC. ©
Start here on a 12 page tour of
beautiful rooms; that Thomasville
look. (In American home, May 1968,
p.41-52) © 25Apr68; KK205998.

THREE BEARS. ©
Goldielocks oatmeal porridge; net
wt. 1 lb. 2 ozs. Sticker.
Appl. author: Abraham Friedman.
© 9Nov67; KK204115.

TIME PATTERN RESEARCH INSTITUTE, INC. ©
Many have paid me up to \$300 for a
personal, in-depth horoscope, now,
thanks to the computer, I can pre-
prepare yours. (In This week mag-
azine, Dec. 10, 1967, p.6)
© 10Dec67; KK204207.
My computerized astrological report
may change your life. (In This
week magazine, Dec. 10, 1967,
p.6) © 10Dec67; KK204206.

TIMKEN ROLLER BEARING CO. ©
Bearings help solve 3 problems,
3 continents apart. (In Business
management, Aug. 1967, p.4 of
cover) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 30Jul67; KK205964.

Steel tubing helps cut grass, dirt,
concrete and costs. (In Business
week, Sept. 16, 1967, p.31) Appl.
author: Batten, Barton, Durstine &
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wheel do whatever it has to do.
(In Business management, Oct. 1967,
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jet set. (In Business week,
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Batten, Barton, Durstine & Osborn,
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TITUS, JOHN W. ©
Newest, most effective traffic safety
control; Blink-A-Sign. Sheet.
© 11Apr68; KK206256.

TOXSAN RECORDS.
Toxsan records. Sticker.
© Toxsan Records solely owned
by Wallace Osborne; 21Jan68;
KK205572.

TRAINER CORP. ©
West o' Pecos mesquite chips; net
wt. 32 oz. On bag. © 15Mar68;
KK205478.

TRINA, INC. ©
Spring 1968. 37 p. © 1Feb68;
KK206365.

TROPICAL TILES, INC. ©
Swimming pool coping, pool deck
patio stones, waterline tiles.
(In Swimming pool weekly, May 27,
1968, p.2E) Appl. author: W. H.
Corry. © 24Apr68; KK206399.

TROYTOYS, ©
Automatic anti-sniffer. Card.
© 14Feb68; KK205031.

TUDOR, TASHA.
Poem puzzles by Tasha Tudor. See
PLATT & MUNK CO., INC.

TWENTIETH CENTURY-FOX FILM CORP.
Whitman Doctor Dolittle shape jigsaw
puzzle; great pink sea snail;
4766. On box. © Twentieth Century-
Fox Film Corp. & Apjac Productions,
Inc.; 20Dec67; KK204739.

Whitman Doctor Dolittle shape jigsaw
puzzle; polynesia parrot; 4766.
On box. © Twentieth Century-Fox
Film Corp. & Apjac Productions,
Inc.; 20Dec67; KK204740.

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Bridge anybody? Play 2 of U
Bridge for Two. Folder.
© Harry Naparstek d.b.a.
2 of U Bridge for Two; 28Nov67;
KK205021.

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UNION MANUFACTURING CO. ©
Uno-Vac all stainless steel Dispens-
A-Drink unbreakable vacuum bottles.
Sheet. Appl. author: Hammer Co.
© 16Feb68; KK205873.

UNION SPECIAL MACHINE CO. ©
Better than three hands; new lock-
stitch machine with automatic
needle positioner and Klipp-it,
the superior top and bottom thread
under clipper. Folder. Appl. au-
thor: Arthur James Feigel.
© 3Jun68; KK206681.

Grip-feed machines for top quality
seams, style 56300 N. Sheet.
Appl. author: Arthur James Feigel.
© 3Jun68; KK206682.

UNIROYAL, INC. ©
The indestructible Nauga. (In Better
homes and gardens, Sept. 1967,
p.19) © 15Aug67; KK204182.

UNIT SYSTEMS, INC. ©
Employee identification and access
control systems. Folder.
© 23Apr68; KK206053.

UNITED MERCHANTS & MANUFACTURERS,
INC. ©
Contact brand flock self-adhesive
vinyl. Sheet. © 15May67;
KK204298.

UNITED STATES EMERGENCY MEDICAL IDENTI-
FICATION BUREAU.
24 hours service for registered
members; emergency medical identi-
fication symbol. Sheet.
© S. C. Monarch d.b.a. United
States Emergency Medical Identifi-
cation Bureau; 27Nov67; KK204797.

UNIVERSE CO. ©
Anyone can swim and float; even if
you can't swim a stroke, you can
now ... with Swim-Wings adjustable
support. (In The Shopper's mart
(Los Angeles times) May 5, 1968,
p.101) © 4May68; KK206655.

UTZ POTATO CHIP CO., INC. ©
Fresh potato chips; net wt. 3 3/4
ozs. On bag. © 30May67; KK205114.

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VANDA COSMETICS CO.
Your Vanda guide. 28 p. © Rexall
Drug & Chemical Co. d.b.a. Vanda
Cosmetics Co.; 24Oct67; KK206472.

VANDOR.
Mushroom garden light. On folding
carton. Appl. tl.: Mushroom
garden lantern. © Vandor Imports
d.b.a. Vandor; 28Mar68; KK206745.

VEL CO. ©
Diamond discount check, the sum of
twenty-five dollars; no.1580.
Sheet. © 29Dec67; KK205601.

Old watch trade-in certificate, the
sum of twenty-five dollars.
Sheet. © 29Dec67; KK205602.

VENUS ESTERBROOK CORP. ©
Paradise crazy colors, creative de-
sign set. On box. (Series 8,
08200) © 15Feb68; KK206258.

VIENNA SAUSAGE MANUFACTURING CO. ©
Pure beef bacon; net wt. 12 oz.
On folding carton. © 23Feb68;
KK206174.

VISADOR CO. ©
A classic welcome by Visador; style
169. 8 p. © 10Oct67; KK205185.

VITTOOL. ©
Universal height gage converter;
convert your 4", 5", 6" Universal
vernier or dial caliper into a
height gage. Sheet. Appl.
states prev. reg. 1967, KK201024.
NM: revisions. © 11Mar68;
KK205479.

VIVIENNE, pseud. See LAPHAM, VIVIENNE.

VOLKSWAGEN OF AMERICA, INC. ©
Automatic stick shift, it's easier
to use than it is to say. (In
The VW autoist, Feb. 1968, p.3)
Appl. author: Doyle Dane Bernbach,
Inc. © 29Jan68; KK206367.

Designed by Ghia; Volkswagen Kar-
mann Ghia. (In The New Yorker,
May 11, 1968, p.19) Appl. author:
Doyle Dane Bernbach, Inc. © 8May68;
KK206770.

From the people who brought you no
radiator, no carburetor. (In
Look, Mar. 19, 1968, p.19) Appl.
author: Doyle Dane Bernbach, Inc.
© 16Mar68; KK205958.

Live below your means. (In Sports
illustrated, Apr. 15, 1968, p.19)
Appl. author: Doyle Dane Bernbach,
Inc. © 12Apr68; KK206401.

Next time you go on vacation, stay
at the hotel Volkswagen. (In
Sports afield, Mar. 1968, p.77)
Appl. author: Doyle Dane Bernbach,
Inc. © 27Feb68; KK206653.

Now, a car with a computer in it.
(In Life, May 10, 1968, p.94)
Appl. author: Doyle Dane Bernbach,
Inc. © 7May68; KK206402.

Q: How many beans are in the box;
A: About twice as many beans as
you'd find in a normal station wag-
on. (In Life, May 24, 1968, p.42)
Appl. author: Doyle Dane Bernbach,
Inc. © 21May68; KK206772.

See Europe at your own speed. (In
Look, Jan. 9, 1968, p.77) Appl.
author: Doyle Dane Bernbach, Inc.
© 5Jan68; KK205072.

This is Volkswagen's idea for a
sports car; Karmann Ghia. (In
Esquire, May 1968, p.45) Appl.
author: Doyle Dane Bernbach, Inc.
© 28Apr68; KK206202.

V-V-Volkswagen announces air condi-
tioning. (In Life, May 3, 1968,
p.68) Appl. author: Doyle Dane
Bernbach, Inc. © 30Apr68;
KK206403.

The Volkswagen for people who refuse
to drive Volkswagens. (In Life,
May 17, 1968, p.20) Appl. author:
Doyle Dane Bernbach, Inc.
© 14May68; KK206771.

Volkswagen introduces the automatic
stick shift. (In Life, Jan. 26,
1968, p.54B-54C) Appl. author:
Doyle Dane Bernbach, Inc.
© 23Jan68; KK205882.

We'll hand you the same line in
Europe. (In Venture, Feb. 1968,
p.94) Appl. author: Doyle Dane
Bernbach, Inc. © 29Jan68;
KK205776.

Your Volkswagen dealer proudly pre-
sents used cars that aren't just
like new. (In True, June 1968,
p.3) Appl. author: Doyle Dane
Bernbach, Inc. © 28May68;
KK206400.

VOLVO, INC. ©
Buy a Volvo in Europe and save.
(In Saturday review, Jan. 6, 1968,
p.15) Appl. author: Scall, McCabe,
Sloves, Inc. © 6Jan68; KK205885.

Do you sometimes get the feeling they
named your car after the wrong
animal? (In Newsweek, Nov. 13,
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McCabe, Sloves, Inc. Appl. tl.: Car
dog. © 13Nov67; KK204470.

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ago; where, oh where, are they now.
(In Life, Sept. 22, 1967, p.128)
Appl. author: Scall, McCabe,
Sloves, Inc. © 22Sep67; KK204472.

The paper car, a logical next step
in a continuing program of planned
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Oct. 2, 1967, p.83-84) Appl. au-
thor: Scall, McCabe, Sloves, Inc.
© 20Oct67; KK204471.

VON DUPRIN, INC. ©
The safe way out, we feel confident
that our slide presentation the
safe way out, gave you a better
understanding of exit devices.
12 p. Appl. author: Carl Happers-
berger. © 7Mar67; KK205425.

VON HAGEN, CONNY.
Foil furniture. See ALUMINUM CO. OF
AMERICA.

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WAIT 820 RADIO.
Try a little tenderness. [Couple
embracing] (In Chicago Sun-times,
Apr. 5, 1968, p.58) © WAIT 820
Radio a.a.d.o. WAIT Radio;
5Apr68; KK205732.

Try a little tenderness. [Initialed
heart] (In Chicago sun-times,
Mar. 27, 1968, p.68) © WAIT 820
Radio a.a.d.o. WAIT Radio; 27Mar68;
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Try a little tenderness. [Man
riding dog on bicycle] (In Chi-
cago sun-times, Mar. 26, 1968,
p.54) © Wait 820 Radio a.a.d.o.
Wait Radio; 26Mar68; KK205731.

Try a little tenderness, it works!
(In Standard rate & data service,
spot radio rates & data, Dec. 1,
1967, p.290) © WAIT 820 Radio
a.a.d.o. WAIT Radio; 1Dec67;
KK205600.

Try a little tenderness, the world's
most beautiful music. WAIT 820
Radio station. (In Chicago's
American, Apr. 26, 1968, p.35)
© WAIT 820 Radio, a.a.d.o. WAIT
Radio; 26Apr68; KK206503.

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WAIT Radio; 19Feb68; KK205599.

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For that itch that hits below the belt; Cruex. (In The Houston post, Apr. 22, 1968, section 3, p.5) Appl. author: Rumrill-Hoyt, Inc. © 22Apr68; KK206028.
- If you're nervous, you need us; Fresh spray deodorant. (In Ladies' home journal, Mar. 1968, p.57) Appl. author: Doyle Dane Bernbach, Inc. © Fresh Deodorant, div. of WTS-Pharmacraft (in notice; WTS-Pharmacraft); 26Feb68; KK205624.
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Rumblings from Ford country. (In The Xenia daily gazette, May 8, 1968, p.29) © 8May68; KK206158.
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The come-as-you-are cordials. (In Look, Oct. 17, 1967, p.M20) © 30Oct67; KK204193.
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Lake Almanor and the Feather River Country; vacation center of the West. Folder. © Walker Lithograph Co. & Ecco, Inc.; 25Apr68; KK206372.
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Comparison handicapper. Sheet. © 21Mar68; KK206098.
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Heller has a revolutionary new carbide tipped metal band saw. Sheet. © 18Apr68; KK206171.
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Why travel alone? Sheet. © Harold Hyams d.b.a. Wanderlust International; 10Jan68; KK206524.
- WARFIELD PRODUCTIONS, LTD.
Chitty, chitty, bang, bang. See GLIDROSE PRODUCTIONS, LTD.
- WARNER & SWASEY CO. ©
Lahr deep hole drilling machines. 9 p. Appl. author: Lee Canfield. © 29Apr68; KK206767.
- WARNER & SWASEY CO. MANCHESTER TOOLS.
See MANCHESTER TOOLS.
- WARNER BROS.-SEVEN ARTS, INC. ©
Looney tunes game, for ages 7 to 15; 4858. M. Bradley Co. On wrapper. © 1Jan68; KK205528.
- The road runner game for ages 7 to 15; 4856. M. Bradley Co. On wrapper. © 1Jan68; KK205532.
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The correct cologne; Mister L. (In Glamour, June 1967, p.62) Appl. author: McCann-Erickson, Inc. © 20May67; KK204477.
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See DUBARRY.
- WEAVER (W. R.) CO. ©
Accurate, reliable, lightweight, attractive, sturdy. (In The American rifleman, June 1968, p.94) Appl. author: Thomas S. Duff. © 1Jun68; KK206709.
- Hunter's choice; 2.5 power K2.5; Weaver-Scopes. (In The American rifleman, Apr. 1968, p.49) Appl. author: Thomas S. Duff. © 1Apr68; KK206310.
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Autotransformers, UL approved; no.2609D. Sheet. (Welchogram no.901) © 20Sep67; KK204603.
- Continuous reading wind indicator; wind speed and direction indicator; no.1315A. Sheet. (Welchogram no.862) © 25Aug67; KK204614.
- Create new transparencies ... with the materials in this kit; transparency making kit; no.3914. 2 sheets. (Welchogram no.891) © 11Sep67; KK204611.
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- High strength plastic calipers; vernier caliper; 0047A. Sheet. (Welchogram no.886) © 15Aug67; KK204612.
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- Newly designed eye model no.95127. Sheet. (Welchogram no.845) © 20Sep67; KK204609.
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- Relief map of the moon's surface; lunar relief map; 7090D. Sheet. (Welchogram no.869) © 1Sep67; KK204618.
- Rotary microtome for the biology laboratory; no.8115U. Sheet. (Welchogram no.875) © 15Sep67; KK204610.
- Teach elementary mathematics with this modern version of the abacus; ball abacus; 7594C. Sheet. (Welchogram no.873) © 25Aug67; KK204613.
- UL approved power supplies; no.2604D. Sheet. (Welchogram no.900) © 20Sep67; KK204606.
- WENGER CORP. ©
Notebook; designers and builders of distinctive equipment for the performing arts. 1 v. Appl. author: Harry J. Wenger. © 8Dec67; KK205453.
- WERNER (R. D.) CO., INC. ©
Craft-Master Duty-Master Alumiladders. 11 p. © 7Oct67; KK204450.
- Saf-T-Master Alumiladders. 1 v. © 7Oct67 (in notice; 1966); KK204451.
- Spring happy home values sale, 1968 official participant. Sheet. © 13Oct67; KK204449.
- WERTHAN BAG CORP. ©
Seed oats; net wt. 64 lbs. On bag. © 7Mar68; KK206407.
- Seed soybean; net wt. 60 lbs. On bag. © 24Jan68; KK206406.
- Seed wheat; net wt. 60 lbs. On bag. © 10May68; KK206408.
- WEST INDIES BAY CO.
Hundreds of products make a man smell pretty; St. Johns for men. (In The New Yorker, June 17, 1967, p.95) Appl. author: McCann-Erickson, Inc. © West Indies Bay Co., div. DuBarry; 10Jun67; KK204475.
- Hundreds of products make a man smell pretty, this one makes you smell like a man; St. Johns Bay Rum. (In The New Yorker, May 27, 1967, p.20) Appl. author: McCann-Erickson, Inc. © West Indies Bay Co., division of DuBarry; 20May67; KK204162.
- This is one cologne she won't borrow; St. Johns for men. (In The New Yorker, July 29, 1967, p.53) Appl. author: McCann-Erickson, Inc. © West Indies Bay Co., div. of DuBarry; 22Jul67; KK204474.
- This is one cologne she won't borrow; St. Johns West Indian lime cologne. (In The New Yorker, Sept. 9, 1967, p.64) Appl. author: McCann-Erickson, Inc. © West Indies Bay Co., division of DuBarry; 2Sep67; KK204476.
- WESTERN PENNSYLVANIA NATIONAL BANK, PITTSBURGH. ©
Now you can approve your own loan; Creditest. (In The Pittsburgh press, Mar. 18, 1968, p.42) © 18Mar68; KK205849.
- WPNB Rate Yourself Creditest, now you can approve your own loan. Folder. © Western Pennsylvania National Bank, also doing business under trademark WPNB; 3Apr68; KK205733.
- WESTERN PUB. CO., INC. ©
Chinese checkers; 4567:39. Whitman Pub. Co. On box. © 20Dec67; KK205201.

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WESTERN PUB. CO., INC.—Con.

Match-a-story picture puzzle, Busy Bear, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Match-a-story picture puzzle, Copy Cat, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Match-a-story picture puzzle, Dilly Duck, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Match-a-story picture puzzle, Happy Hoppy, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Match-a-story picture puzzle, Mr. Mouse, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Match-a-story picture puzzle, Perky Puppy, 20 pieces. See
PLAYSKOOL MANUFACTURING CO., INC.

Winner Spinner game; 4566:39.
Whitman Pub. Co. On box.
© 20Dec67; KK205202.

WEYERHAEUSER CO. ©
Design D-1317, 1648 square feet,
three bedrooms, two baths. Folder.
Appl. ti.: Registered home plan
design D-1317. © 15Mar68;
KK206619.

Freedom to enjoy all outdoors, the
Panorama; Registered Home; design
no.D-1311. Folder. © 30Jun66;
KK205517.

Gracious living with a year round
fresh look, the Islander; Register
Home; design no.D-137. Folder.
© 7Mar66; KK205510.

The perfect family home in any
setting, Timberlake; Registered
Home; design no.D-243. Folder.
© 30ct66; KK205491.

Registered Home; design no.D-132.
Sheet. © 31Jul64; KK205501.

Registered Home; design no.D-133.
Sheet. © 31Jul64; KK205500.

Registered Home; design no.D-134.
Sheet. © 10Mar65; KK205497.

Registered Home; design no.D-136.
Sheet. © 10Mar65; KK205502.

Registered Home; design no.D-138.
Sheet. © 8Apr66; KK205498.

Registered Home; design no.D-139.
Sheet. © 6May66; KK205499.

Registered Home; design no.D-141.
Sheet. © 31Jul64; KK205512.

Registered Home; design no.D-142.
Sheet. © 10Mar65; KK205513.

Registered Home; design no.D-143.
Sheet. © 10Mar65; KK205514.

Registered Homes; design D-144.
Sheet. © 27Apr67; KK205495.

Registered Homes; design D-145.
Sheet. © 27Apr67; KK205496.

Registered Home; design no.D-231.
Sheet. © 31Jul64; KK205490.

Registered Home; design no.D-241.
Sheet. © 10Mar65; KK205509.

Registered Home; design no.D-242.
Sheet. © 8Apr66; KK205492.

Registered Home; design no.D-251.
Sheet. © 8Apr66; KK205515.

Registered Home; design no.D-331.
Sheet. © 31Jul64; KK205511.

Registered Home; design no.D-431.
Sheet. © 19Sep66; KK205508.

Registered Home; design no.D-441.
Sheet. © 10Mar65; KK205506.

Registered Home; design no.D-442.
Sheet. © 6May66; KK205507.

Registered Home; design no.D-443.
Sheet. © 19Sep66; KK205505.

Registered Home; design no.D-451.
Sheet. © 31Jul64; KK205504.

Registered Homes; design D-552.
Sheet. © 27Apr67; KK205503.

Registered Home; design no.D-1310.
Sheet. © 6May66; KK205516.

Registered Home; design no.D-1313.
Sheet. © 19Sep66; KK205518.

Registered Homes; design D-1314.
Sheet. © 8Nov67; KK205519.

Registered Homes; design D-1315.
Sheet. © 8Nov67; KK205493.

Registered Homes; design D-1316.
Sheet. © 8Nov67; KK205494.

Zoned for comfort and convenience,
the Gallery house; Registered Home;
design D-1312. © 19Jul66;
KK205454.

WHAM-O MANUFACTURING CO. ©
Liar's poker instructions. 1 v.
© 14Nov67; KK206658.

Mini Frisbee official tournament set;
stock no.6292. Sheet. © 29Jan68;
KK204756.

Super Foam Machine makes mountains
of bubble foam. Sheet. © 8Mar68;
KK205261.

Super foam machine, makes mountains
of bubble foam. Sheet. © 14Mar68;
KK206495.

Super Foam machine, makes mountains
of bubble foam; no.655. Sheet.
© 26Feb68; KK205080.

Super Foam Machine makes mountains
of bubble foam; stock no.655.
Sheet. © 14Mar68; KK205319.

Super-Looper, loopin' fun, blow
loops of color; stock no.652.
Sheet. © 9Feb68; KK204889.

Wham-O Mfg. Co. announces the grant-
ing of United States patent
no.3359678; Frisbee. Sheet.
Appl. ti.: Frisbee, notice of
patent number issue. © 21Feb68
(in notice: 1967); KK205036.

WHARTON LABORATORIES, INC. ©
Almost is not good enough; Nitrong.
1 v. © 6Dec67; KK204512.

WHEATON SUNDAY JOURNAL. ©
Who's the funny face? (In The Sun-
day Journal, Wheaton, Ill.,
May 19, 1968, p.9) © 19May68;
KK206544.

WHITING (LISBETH) CO., INC. ©
American wood painting; no.1918.
On wrapper. © 2Jan68; KK204302.

Americana wood painting; no.1912.
Colonial ed. On wrapper.
© 15Dec67; KK204301.

Americana wood painting, Ford
model T 1909; no.1911. Vintage
car ed. On wrapper. © 15Dec67;
KK204300.

Fun with flowers. Sheet. © 22Apr68;
KK206170.

Glamour name jewelry; no.351. On
wrapper. © 21Feb68; KK205119.

Instant knitting; no.234. On box.
© 20Feb68; KK205120.

Snowflake loom. Folder. © 20Feb68;
KK206169.

Snowflake loom, amazing new invention
automatically produces fluffy yarn
snowflakes; no.800. On wrapper.
© 20Feb68; KK205118.

WHITMAN, TOM.

The joke is on you ... Time out,
Tom Whitman.. See AMERICAN BOOK
CO.

Keep up, Tom Whitman. See AMERICAN
BOOK CO.

New faces ... Think first, Tom
Whitman. See AMERICAN BOOK CO.

Sh-h-h-h ... So what, Tom Whitman.
See AMERICAN BOOK CO.

Welcome ... Just stop it, Tom
Whitman. See AMERICAN BOOK CO.

WILBERT PRODUCTS CO., INC. ©
Aerosol Lemon Oil Plus furniture
polish; contains: 7 oz. av.
Sticker. © 15Sep67; KK204758.

Spray disinfectant, Double Action
room deodorizer; net contents
14 av. oz. Sticker. © 15Sep67;
KK204759.

WINE LAKES VINEYARDS. ©
Introducing Wine Lakes New York
State premium wines. (In Beverage
media, Oct. 1967, p.20) © 10ct67;
KK205644.

WITTER (DEAN) & CO. ©
This man resigned a \$17,000 a year
job for the chance to attend Dean
Witter's investment training school.
(In Time, May 17, 1968, p.NYR13)
Appl. author: J. Walter Thompson
Co. © 14May68; KK206306.

WOLVERINE WORLD WIDE, INC. ©
The down-to-earth Hush Puppies, the
dress-uppity Hush Puppies. (In
Mademoiselle, Mar. 1968, p.99, 101)
© 29Feb68; KK205197.

Some things you can't improve on,
like the shape of your feet;
Foothold, the boot that fits like
a glove. (In Family weekly,
Mar. 26, 1968, p.19) © 25May68;
KK206471.

We can't change the shape of your
foot, so we changed the shape of
our boot; Foothold contour insole.
(In Family weekly, Apr. 21, 1968,
p.9) © 20Apr68; KK205957.

WRIGLEY (WILLIAM) JR. CO. ©
The Wrigley zoo, Debbie Deer.
(In The Evanston review, Dec. 21,
1967, p.36) © 21Dec67; KK205736.

Wrigley zoo; Debbie Deer is our
guest today. (In Chicago tribune,
Feb. 25, 1968, comic section 8,
p.3) © 25Feb68; KK205737.

Wrigley zoo, Eddy Elephant. (In
Chicago tribune, Feb. 4, 1968,
Sunday comic section 8, p.3)
NM: additions. © 4Feb68; KK204757.

Wrigley zoo; Franky Fox is our guest
today. (In Chicago tribune,
Jan. 21, 1968, comic section,
p.8) © 21Jan68; KK204513.

Wrigley zoo, Lawrence Lion. (In
Chicago Sunday tribune, Jan. 7,
1968, comic section, p.8) NM:
additions. © 7Jan68; KK204263.

Wrigley Zoo, Melvin Monkey is our
guest today; Spearmint chewing gum.
(In Chicago Sunday tribune, comic
section 8, Feb. 18, 1968, p.3)
NM: additions. © 18Feb68;
KK205015.

Wrigley zoo; Rick Raccoon is our
guest today. (In Chicago tribune,
Dec. 24, 1967, comic section, p.8)
© 24Dec67; KK204117.

CURRENT REGISTRATIONS

Y

YOGAN RI. ©

Ancient art on copper, alchemist of
color. Sheet. © 3Jan68;
KK205398.automated vacuum Zero. (In The
Farmer, Mar. 16, 1968, p.4 of
cover) Appl. author: Lloyd P.
Duncan. © 16Mar68; KK205962.

YELLOWSTONE DISTILLERY CO. ©
The anatomy of Kentucky's no.1
bourbon. (In Sports illustrated,
Oct. 30, 1967, p.C 4) Appl. author:
Post-Keyes-Gardner, Inc. © 26Oct67;
KK204382.

Christmas is no time for second best;
give Kentucky's no.1 bourbon. (In
Sports illustrated, Nov. 27, 1967,
p.C 8) Appl. author: Post-Keyes-
Gardner, Inc. © 23Nov67; KK204381.

Z

ZEHR, JACK.

Gateway Arch, Missouri. See
BROWN & BIGELOW.

ZERO MANUFACTURING CO. ©

Here's why dairymen are trading in
their old fashioned bulk milk
tanks on a new modern completely

ZOT MANUFACTURING CO. ©

The new Zot now makes even faster
profit returns. (In Bowlers
journal, Mar. 1968, p.19)
© 1Mar68; KK205884.

ZIMMERMAN EQUIPMENT CO., INC. ©

New Bulk-vac for all trucks. (In
Feed, grain & farm equipment,
Dec.-Jan., p.16) Appl. author:
Paul J. Zimmerman. © 3Jan68;
KK204352.

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RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- ANDERSON, HAROLD.
Schaefer in winter too. See SCHAEFER (F. & M.) BREWING CO.
- BATES, BENNETT.
Cream of Kentucky, the double-rich bourbon. See SCHENLEY INDUSTRIES, INC.
Enjoy the luxury of the flavor-years. See SCHENLEY INDUSTRIES, INC.
Sam Thompson knows what. See SCHENLEY INDUSTRIES, INC.
- BATTEN, BARTON, DURSTINE & OSBORN, INC.
After golf. See SCHAEFER (F. & M.) BREWING CO.
At the World's Fair, beer is best, Schaefer is beer at its best. See SCHAEFER (F. & M.) BREWING CO.
The F. & M. Schaefer Brewing Company of New York, N.Y., extends to you a Happy New Year and best wishes for continued peace and prosperity. See SCHAEFER (F. & M.) BREWING CO.
For your pleasure. See SCHAEFER (F. & M.) BREWING CO.
It happens every day. See SCHAEFER (F. & M.) BREWING CO.
On a picnic, beer is best, Schaefer is beer at its best. See SCHAEFER (F. & M.) BREWING CO.
Schaefer, America's oldest lager beer. See SCHAEFER (F. & M.) BREWING CO.
When you order. See SCHAEFER (F. & M.) BREWING CO.
With good foods, beer is best, Schaefer is beer at its best. See SCHAEFER (F. & M.) BREWING CO.
- BENSEMANN, H. J.
Old Milwaukee. See SCHLITZ (JOSEPH) BREWING CO.
- BROWN & THOMAS ADVERTISING CORP.
The flavor of Schenley whiskey is splendid. See SCHENLEY INDUSTRIES, INC.
- For better mixed drinks short or tall blends by Schenley get the call. See SCHENLEY INDUSTRIES, INC.
Holiday preference with the best of references. See SCHENLEY INDUSTRIES, INC.
Holiday preferences with the best of references. See SCHENLEY INDUSTRIES, INC.
Schenley whiskies like pudding prime. See SCHENLEY INDUSTRIES, INC.
What every retailer wants to know about a bonded whiskey. See SCHENLEY INDUSTRIES, INC.
What every woman wants to know about a man. See SCHENLEY INDUSTRIES, INC.
- BUTLER PAPER PRODUCTS CO.
Terr. design. See U.S. PLYWOOD-CHAMPION PAPERS, INC.
- CUTHBERTSON, EARL L.
Terr. design. See U.S. PLYWOOD-CHAMPION PAPERS, INC.
- DISNEY (WALT) PRODUCTIONS.
Walt Disney's Donald Duck playing card game; no. 3082. Game box. © 20Feb41; KK7319. Walt Disney Productions; 11Mar68; R430684.
- DURENCEAU, ANDRE.
Beer at its best. See SCHAEFER (F. & M.) BREWING CO.
- ELBERTA PACKING CO.
Cherry Ho, by Grover W. Strong. © 13Jun40; KK21. Elberta Packing Co. (PWH); 15May68; R435216.
- FINCH (JOSEPH S.) & CO.
Grand time for straight bourbon whiskey. © 16Apr40; Label 54831. Joseph S. Finch & Co. (P); 19Jan68; R427750.
- GETCHELL (J. STIRLING) INC.
Born with the republic. See SCHENLEY DISTILLERS, INC.
- GOODMAN (A.) & SONS, INC.
2-X noodle carton. By Ralph H. Seberhagen. © 13Aug40; KK431. A. Goodman & Sons, Inc. (PWH); 22Apr68; R433529.
- GRAHL, ARTHUR WILLIAM.
Table Delight syrup. © 26Mar40; KK161. Arthur William Grahl (A); 22Jan68; R427805.
- GREEN BAY FOOD CO.
Fresh Pak, dill pickles, by L. J. Kelly. © 10Aug40; KK616. Green Bay Food Co. (PWH); 3Apr68; R432703.
- HEATH, BAYARD E.
Toffee-ettes. See HEATH (L. S.) & SONS, INC.
- HEATH (L. S.) & SONS, INC.
Toffee-ettes, by Bayard E. Heath. © 5Jan41; KK3471. L. S. Heath & Sons, Inc. (PWH); 28Mar68; R432857.
- HOAGUE-SPRAGUE CORP.
Miles ahead in style. See MELVILLE SHOE CORP.
Miles of wear in every pair. See MELVILLE SHOE CORP.
- JUVENILE SHOE CORP. OF AMERICA.
Young women in white, by Gordon Hertslet. © 14Mar41; KK5532. Juvenile Shoe Corp. of America (PWH); 19Apr68; R433457.
- KELLY, L. J.
Fresh Pak, dill pickles. See GREEN BAY FOOD CO.
- LANCASHIRE, HERBERT W.
As grandpa remembers beer. See MEISTER BRAU, INC.
- LAYNE & BOWLER PUMP CO.
Super-armored streamflow pump, by Terrell T. McCarty. © 15Feb41; KK5005. Layne & Bowler Pump Co. (PWH); 24Jun68; R437698.
- MCCARTY, TERRELL T.
Super-armored streamflow pump. See LAYNE & BOWLER PUMP CO.

- MCLEOD, RONALD.
Thirst call. See SCHAEFER (F. & M.)
BREWING CO.
- MEAD, THEODORE E.
Bandsander; sanding machine.
© 2Apr41; KK5752. Theodore E.
Mead (A); 19Jun68; R437473.
- MEISTER BRAU, INC.
As grandpa remembers beer, by Herbert
W. Lancashire. © 7Feb41; KK6073.
Meister Brau, Inc. (FWH); 17Apr68;
R435534.
- MELVILLE SHOE CORP.
Miles ahead in style. By Hoague-
Sprague Corp. © 23Dec40; KK11330.
Melville Shoe Corp. (FWH); 26Jan68;
R427499.
- Miles of wear in every pair. By
Hoague-Sprague Corp. © 23Dec40;
KK11507. Melville Shoe Corp. (FWH);
26Jan68; R427500.
- NATIONAL CASH REGISTER CO.
Label for paper rolls, G. © 17May40;
Label 54947. National Cash
Register Co. (P); 26Feb68; R429744.
- Label for paper rolls, RAA.
© 17May40; Label 54948. National
Cash Register Co. (P); 26Feb68;
R429745.
- NATIONAL DAIRY PRODUCTS CORP.
Cakee, for sugar rolled cones.
© 16Jan40; Label 54481. National
Dairy Products Corp. (P); 3Jan68;
R426317.
- ROSS MANUFACTURING CO.
Save this card, by James C. Ryan.
© 3Mar41; KK5282. Ross Manufac-
turing Co. (FWH); 8May68; R45241.
- RYAN, JAMES C.
Save this card. See ROSS
MANUFACTURING CO.
- SCHAEFER (F. & M.) BREWING CO.
After golf. By Batten, Barton,
Durstine & Osborn, Inc. © 13Jun40;
KK6895. F. & M. Schaefer Brewing
Co. (FWH); 8Jan68; R426474.
- At the World's Fair, beer is best,
Schaefer is beer at its best. By
Batten, Barton, Durstine & Osborn,
Inc. © 9May40; KK6900. F. & M.
Schaefer Brewing Co. (FWH); 8Jan68;
R426476.
- Beer at its best. By Andre Durenceau.
© 14Apr41; KK5724. F. & M. Schaefer
Brewing Co. (FWH); 25Apr68;
R434574.
- The F. & M. Schaefer Brewing Company
of New York, N.Y., extends to you
a Happy New Year and best wishes
for continued peace and prosperity.
By Batten, Barton, Durstine & Os-
born, Inc. © 27Sep40; KK6912.
F. & M. Schaefer Brewing Co. (FWH);
8Jan68; R426482.
- For your pleasure. By Batten, Barton,
Durstine & Osborn, Inc. © 16May40;
KK6898. F. & M. Schaefer Brewing
Co. (FWH); 8Jan68; R426475.
- It happens every day. By Batten,
Barton, Durstine & Osborn, Inc.
© 29May40; KK6910. F. & M. Schae-
fer Brewing Co. (FWH); 8Jan68;
R426481.
- It's plantin' time! Beer. By Val
A. Schmitz. © 9Apr41; KK6126.
F. & M. Schaefer Brewing Co. (FWH);
25Apr68; R434575.
- On a picnic, beer is best, Schaefer
is beer at its best. By Batten,
Barton, Durstine & Osborn, Inc.
© 20Jun40; KK6905. F. & M. Schae-
fer Brewing Co. (FWH); 8Jan68;
R426479.
- Schaefer, America's oldest lager
beer. By Batten, Barton, Durstine
& Osborn, Inc. © 27Jun40; KK6903.
F. & M. Schaefer Brewing Co. (FWH);
8Jan68; R426478.
- Schaefer in winter too; beer, by
Harold Anderson. © 13Jan41;
KK3842. F. & M. Schaefer Brewing
Co. (FWH); 25Jan68; R428198.
- Thirst call; beer. By Ronald McLeod.
© 14Apr41; KK5657. F. & M. Schaefer
Brewing Co. (FWH); 25Apr68;
R434573.
- When you order. By Batten, Barton,
Durstine & Osborn, Inc. © 30May40;
KK6909. F. & M. Schaefer Brewing
Co. (FWH); 8Jan68; R426480.
- With good foods, beer is best,
Schaefer is beer at its best.
By Batten, Barton, Durstine &
Osborn, Inc. © 29May40; KK6902.
F. & M. Schaefer Brewing Co. (FWH);
8Jan68; R426477.
- SCHENLEY DISTILLERS, INC.
Born with the republic; Kentucky
straight bourbon whiskey. By
J. Stirling Gatchell, Inc. © 6Sep40;
KK1724. Schenley Distil-
lers, Inc. (FWH); 11Jan68;
R426829.
- Born with the republic; Kentucky
straight bourbon whiskey. By
J. Stirling Gatchell, Inc. © 11Oct40;
KK2219. Schenley
Distillers, Inc. (FWH); 11Jan68;
R426830.
- Born with the republic; Kentucky
straight bourbon whiskey. By
J. Stirling Gatchell, Inc. © 24Oct40;
KK2333. Schenley
Distillers, Inc. (FWH); 11Jan68;
R426831.
- Cream of Kentucky, the double-rich
bourbon; straight bourbon whiskey.
By Bennett Bates. © 8Nov40;
KK2363. Schenley Industries, Inc.
(FWH); 12Jan68; R427197.
- Cream of Kentucky, the double-rich
bourbon, straight bourbon whiskey.
By Bennett Bates. (In The San
Francisco chronicle) © 27Sep40;
KK1551. Schenley Industries, Inc.
(FWH); 12Jan68; R427195.
- Cream of Kentucky, the double-rich
bourbon; whiskey. By Bennett
Bates. (In Life) © 18Oct40;
KK2017. Schenley Industries, Inc.
(FWH); 12Jan68; R427196.
- Enjoy the luxury of the flavor-
years. By Bennett Bates.
© 10Oct40; KK2016. Schenley
Industries, Inc. (FWH); 4Jan68;
R426065.
- The flavor of Schenley whiskey is
splendid. By Brown & Thomas Ad-
vertising Corp. © 7Nov40; KK2111.
Schenley Industries, Inc. (FWH);
5Jan68; R426555.
- For better mixed drinks short or tall
blends by Schenley get the call.
By Brown & Thomas Advertising Corp.
© 11Sep40; KK3407. Schenley Indus-
tries, Inc. (FWH); 5Jan68; R426556.
- Holiday preference with the best
of references. By Brown & Thomas
Advertising Corp. © 21Nov40;
KK3077. Schenley Industries, Inc.
(FWH); 8Jan68; R426562.
- Holiday preferences with the best of
references. By Brown & Thomas Ad-
vertising Corp. © 6Dec40; KK2824.
Schenley Industries, Inc. (FWH);
8Jan68; R426561.
- Sam Thompson knows what. By Bennett
Bates. © 25Sep40; KK1550. Schen-
ley Industries, Inc. (FWH); 8Jan68;
R426560.
- Schenley whiskies like pudding
prime. By Brown & Thomas Adver-
tising Corp. © 5Dec40; KK2493.
Schenley Industries, Inc. (FWH);
4Jan68; R426067.
- What every retailer wants to know
about a bonded whiskey. By Brown
& Thomas Advertising Corp.
© 15Aug40; KK3034. Schenley
Industries, Inc. (FWH); 4Jan68;
R426069.
- What every woman wants to know about
a man. By Brown & Thomas Adver-
tising Corp. © 12Sep40; KK3582.
Schenley Industries, Inc. (FWH);
4Jan68; R426070.
- What every woman wants to know about
a man. By Brown & Thomas Adver-
tising Corp. © 30Oct40; KK2112.
Schenley Industries, Inc. (FWH);
4Jan68; R426066.
- What every woman wants to know about
a man. By Brown & Thomas Adver-
tising Corp. © 29Nov40; KK2501.
Schenley Industries, Inc. (FWH);
4Jan68; R426068.
- SCHLITZ (JOSEPH) BREWING CO.
Old Milwaukee, by H. J. Benemann.
© 1Jul40; KK247. Jos. Schlitz
Brewing Co. (FWH); 24Apr68;
R433840.
- SCHMITZ, VAL A.
It's plantin' time! See SCHAEFER
(F. & M.) BREWING CO.
- SEEBERHAGEN, RALPH H.
2-X noodle carton. See GOODMAN
(A.) & SONS, INC.
- SPARKS, JAMES EVERETT.
Prescription, 33; athletes foot
remedy. © 15Jan41; KK5545.
J. E. Sparks (A); 1Feb68; R428747.
- U.S. PLYWOOD-CHAMPION PAPERS, INC.
Terr. design 385, butter, by Butler
Paper Products Co. © 2Apr40;
KK15918. U.S. Plywood-Champion
Papers, Inc. (FWH); 8Mar68;
R432714.
- Terr. des. 388, butter, by Butler
Paper Products Co. © 17Apr40;
KK15910. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432708.
- Terr. design 389, butter, by Earl L.
Cuthbertson. © 14Mar40; KK165.
U.S. Plywood-Champion Papers, Inc.
(FWH); 8Mar68; R432705.
- Terr. des. 390, butter, by Butler
Paper Products Co. © 24Oct40;
KK15917. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432713.
- Terr. des. 391, butter, by Earl L.
Cuthbertson. © 24Jun40; KK167.
U.S. Plywood-Champion Papers, Inc.
(FWH); 1Apr68; R432707.
- Terr. design 392, butter, by Earl L.
Cuthbertson. © 19Jun40; KK166.
U.S. Plywood-Champion Papers, Inc.
(FWH); 1Apr68; R432706.
- Terr. des. 393, butter, by Butler
Paper Products Co. © 5Aug40;
KK15911. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432709.
- Terr. design 394, butter, by Butler
Paper Products Co. © 10Oct40;
KK15912. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432710.
- Terr. design. 396, butter, by Butler
Paper Products Co. © 28Dec40;
KK15913. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432711.
- Terr. des. 397, butter, by Butler
Paper Products Co. © 20Dec40;
KK15914. U.S. Plywood-Champion
Papers, Inc. (FWH); 1Apr68;
R432712.

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Catalog of Copyright Entries: *Third Series*

Volume 22, Part 11B, Number 2

Commercial Prints and Labels

July–December

1968



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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of \$5 per hour.

For each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at \$50 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C. 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. Some parts also contain registrations made under symbols other than those listed for the particular part, if the subject matter or type of material is similar to that generally included in the part.

The first letter of the symbol is that of the class under which registration is made. Second and third letters, if any, that follow the initial letter are added by the Copyright Office for the purpose of statistical analysis. Their significance is as follows:

- F** Published foreign works. In the case of books and periodicals, it designates works manufactured outside the United States (except those registered for ad interim copyright). In all other classes to which it applies, it designates works first published outside the United States, the authors of which are neither citizens nor domiciliaries of the United States. (AF, EF)
- I** Books and periodicals registered for ad interim copyright. (AI, BI)

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semiannual
issue*

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A	Books	
BB	Contributions to periodicals	
R	Renewal registrations	
Part 2	Periodicals.....	2. 50
B	Periodicals	
R	Renewal registrations	
Parts 3-4	Dramas and Works Prepared for Oral Delivery.....	2. 50
C	Lectures and other works prepared for oral delivery	
D	Dramatic or dramatico-musical works	
R	Renewal registrations	
Part 5	Music.....	7. 50
E	Musical compositions	
R	Renewal registrations	
Part 6	Maps and Atlases.....	2. 50
F	Maps	
R	Renewal registrations	

- O** Published works of foreign origin registered under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). (BIO, GFO)
- P** Published works in classes for which registration is possible for either published or unpublished works (except those for which the second letter F, explained above, is appropriate). (EP, JP)
- U** Unpublished works in classes for which registration is possible for either published or unpublished works. (DU, EU)

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J	Photographs	
K	Prints and pictorial illustrations	
R	Renewal registrations	
Part 11B	Commercial Prints and Labels.....	2. 50
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12-13	Motion Pictures and Filmstrips.....	2. 50
L	Motion-picture photoplays	
M	Motion pictures other than photoplays	
R	Renewal registrations	

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which the copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.,

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Sep68;
KK208000.

FRANKONIA PRODUCTS, INC.

Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;
8Aug68; KK207500.

Each main entry for currently registered works includes, in addition to the claimant's name under

which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.
- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information

is given in the application and is not indicated elsewhere in the entry.

- 10) Copyright symbol ©.
- 11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application is given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug68 (in notice: 1967); KK207499.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol ©.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

(A)	author(s)
a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter
p.	page, pages

(P)	proprietor of copyright in a commercial print or label
prev.	previous, previously
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
reg.	registered, registration
rev.	revised
t.a.	trading as
v., vol.	volume, volumes

Registrations July–December 1968

Domestic published commercial prints and labels	2, 462
Foreign published commercial prints and labels	1
<hr/>	
Total	2, 463
Renewals	13

These figures represent the number of registrations for commercial prints and labels for July–December 1968, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

ACC. See APOLLO CHEMICAL CORP.

ABSORENE MANUFACTURING CO. See
CRAZEE-CLAYZEE CO.

ACCURATE PARTS, INC. ©
Complete starter motors with sole-
noids. Sheet. © 21May68;
KK207963.

AFFILIATED DISTILLERS BRANDS CORP. ©
The Gold Medal bourbon that's won
its wings; I. W. Harper. (In
The Ambassador, July-Aug. 1968,
p.20) © 1Jul68; KK207276.

AIRGUIDE INSTRUMENT CO. ©
Snowmobile tachometer compass altim-
eter, by Airguide. Sheet. Appl.
author: Frank C. Nahser, Inc.
© 16Sep68; KK208174.

AIRLITE CORP. ©
Hang-well picture hanger. Sheet.
© 27Sep68 (in notice: 1967);
KK209034.
Window shield. Sheet. © 2May68;
KK209033.

ALBERTO-CULVER CO. ©
Alberto-Culver brews a sweet deal
for you; Rinse Away. (In American
hairdresser, Nov. 1968, p.37)
Appl. author: J. Walter Thompson
Co. © 20Oct68; KK209128.
Ask your druggist; how do other laxa-
tives compare with new Sure-lax?
(In Charlotte observer-news,
Aug. 20, 1968, p.6A) Appl. author:
N. W. Ayer & Son, Inc. © 20Aug68;
KK208107.
Ask your druggist; why is Sure-lax
like a prescription? (In Charlotte
observer-news, Aug. 20, 1968, p.5B)
Appl. author: N. W. Ayer & Son,
Inc. © 20Aug68; KK208109.
Confused? Ask your druggist about
the new laxative; Sure-lax. (In
Charlotte observer-news, Aug. 20,
1968, p.9A) Appl. author:
N. W. Ayer & Son, Inc. © 20Aug68;
KK208108.

First haircoloring that captures
the great natural shades of
Europe; European Naturals shampoo-
in haircolor. (In Empire magazine,
Denver, Oct. 27, 1968, p.29)
Appl. author: J. Walter Thompson
Co. © 27Oct68; KK209127.

Five great Consort products in a
bright, new free display; they
won't be there long. (In Men's
hairstylist and barber's journal,
Nov. 1968, p.20) Appl. author:
J. Walter Thompson Co. © 20Oct68;
KK209129.

For the most beautiful body a girl's
hair ever had; Get Set. (In Teen
beauty, July 8, 1968, p.64) Appl.
author: J. Walter Thompson Co.
© 24Jun68; KK207491.

He wants to help; ask your druggist
about new Sure-lax. (In Charlotte
observer-news, Aug. 20, 1968, p.5A)
Appl. author: N. W. Ayer & Son, Inc.
© 20Aug68; KK208106.

Lime; 3 cool, new Consort Profession-
als. (In Men's hairstylist & bar-
ber's journal, July, 1968, p.13)
Appl. author: J. Walter Thompson
Co. © 20Jun68; KK207527.

New; protein formula for extra body;
new Get Set lotion. (In Glamour,
Oct. 1968, p.213) Appl. author:
J. Walter Thompson Co. © 20Sep68;
KK208565.

Next to your doctor your druggist is
your best guide; Sure-Lax. (In
Arizona, Sept. 8, 1968, p.48)
Appl. author: N. W. Ayer & Son,
Inc. © 8Sep68; KK208308.

Special offer from V05, your own
personal horoscope; shampoo. (In
Pictures (St. Louis post-dispatch)
June 30, 1968, p.29) Appl. author:
J. Walter Thompson Co. © 30Jun68;
KK207700.

Special professionals, from Consort;
Consort hair spray for men. (In
Men's hairstylist & barber's jour-
nal, Sept. 1968, p.35) Appl. au-
thor: J. Walter Thompson Co.
© 20Aug68; KK208564.

Ten very personal questions; FDS.
(In Chicago tribune magazine,
June 9, 1968, p.48-49) Appl. au-
thor: N. W. Ayer & Son, Inc.
© 9Jun68; KK207820.

Two to make money; Get Set shampoo.
(In American hairdresser, Sept.
1968, p.35) Appl. author: J. Walter
Thompson Co. © 20Aug68; KK208567.

Want the most beautiful body a girl's
hair ever had? Now all it takes is
a little push; Get Set hair setting
gel. (In Seventeen, Aug. 1968,
p.346) Appl. author: J. Walter
Thompson Co. © 1Aug68; KK207925.

What turned the trick in boosting the
hair spray market? (In Food topics,
Sept. 1968, p.118-119) Appl.
author: J. Walter Thompson Co.
© 5Sep68; KK208566.

ALCONOX, INC. ©
Detergents. Folder. © 29Oct68;
KK209240.

Handy tables for nurses' stations,
pharmacies and laboratories.
Sheet. © 7Oct68; KK209241.

ALLEN, ROBERT.
Numbers, a first counting book. See
PLATT & MUNK CO., INC.
The zoo book, a child's world of
animals. See PLATT & MUNK CO.,
INC.

ALOX MANUFACTURING CO. ©
Super-cord; can you break, extra
strong; 600 feet. On wrapper.
Appl. author: John Frier.
© 5Jul68; KK208987

ALSCO. ©
This single AlSCO prime replacement
window replaces worn wooden sash.
(In Building supply news, Aug. 1968,
p.107E) Appl. author: Kenneth
Hawkins. © 1Aug68; KK207871.

ALVIN CO.
Choose with your heart and your head;
sterling; Chateau Rose. (In
Seventeen, Mar. 1968, p.180)
© Alvin a.a.d. for Alvin Co.,
Gorham Division of Textron, Inc.;
25Feb68; KK207979.
Choose with your heart and your head;
sterling; Vivaldi. (In House
beautiful, Feb. 1968, p.20)
© Alvin a.a.d. for Alvin Co.,
Gorham Division of Textron, Inc.;
25Jan68; KK207980.

ALVIN CO.—Con.

Sterling. All pattern folder.
© Alvin a.a.d.o. Alvin Co., a division of Textron, Inc. (in notice: Alvin); 1Jul68; KK208578.

AMERICAN DOG REGISTRY. ©

If your pet were stolen. 1 v.
Appl. author: Roy H. Green.
Appl. to.: Protection for your dog against theft. NM: revisions.
© 25Jul68; KK207408.

AMERICAN EXPRESS CO. ©

When you're ready to travel, you're ready for American Express, the full-service travel company. (In Science news, Sept. 21, 1968, p.294) Appl. author: Ogilvy & Mather. © 13Sep68; KK208309.

AMERICAN FLANGE & MANUFACTURING CO., INC. ©

Rip Cap closures with the big ring. Sheet. © 12Jul68; KK208018.

AMERICAN HONDA MOTOR CO., INC. ©

The 5 hp. Honda Scrambler 90. Sheet. Appl. author: Grey Advertising, Inc. © 16Sep68; KK208761.

From road to rough, just flip a lever; the Honda Trail 90. (In Cycle guide, Sept. 1968, p.5) Appl. author: Grey Advertising, Inc. © 13Aug68; KK208763.

Get on Honda's hot line; grand touring. (In Motorcyclist, Oct./Nov. 1968, p.2 of cover-p.3) Appl. author: Grey Advertising, Inc. © 5Sep68; KK208764.

Get on Honda's hot line; Super Sports. (In Motorcyclist, Aug. 1968, p.2 of cover-p.3) Appl. author: Grey Advertising, Inc. © 5Jul68; KK208762.

Vitality; the Honda engine. (In Cycle guide, July 1968, p.9) Appl. author: Grey Advertising, Inc. © 11Jun68; KK208765.

AMERICAN MODEL FESTIVAL.

Will your name and photograph appear in Who's who in modeling. Folder. © American Model Festival, solely owned by Morton S. Male; 11Sep68; KK208847.

AMERICAN NATIONAL INSURANCE CO. ©

Advertising and public opinion survey. 1 v. © 1Feb68; KK208745.

AMERICAN OIL CO. ©

The Crop/Guide plan and fall fertilizing facts take your yields up where you want them. (In Nebraska farmer, Aug. 17, 1968, p.27) © 17Aug68; KK207924.

Money-makers for modern farmers; pinpoint the fertilizer needs of your crops. (In Ohio farmer, Aug. 17, 1968, p.7) © 10Aug68; KK208215.

AMERICAN PET FOOD CO. ©

Chase chunks, complete dog food; net wt. 25 lbs. On bag. © 18Dec68; KK209376.

Chase dog ration, complete dog food; net wt. 25 lbs. On bag. © 18Dec68; KK209375.

AMERICAN POP CORN CO. ©

Jolly Time instant buttery flavor; flavors 75 quarts popped corn. On can. © 21Aug68; KK208509.

AMERICAN SAINT GOBAIN CORP.

ASG plate glasses fill two design functions in new customer service center; polished plate glass by ASG. Sheet. © American Saint Gobain; 4Sep68; KK207808.

ASG's Lustracrystal helps set the mood for worship. Sheet. © American Saint Gobain; 10Oct68; KK208292.

How can you tell the finest plate glass for furniture? There is a way ... polished plate glass by ASG. Folder. © American Saint Gobain; 4Sep68; KK207809.

Illinois builder uses mirror walls to help sell 380 home development. Sheet. © American Saint Gobain; 23Jul68; KK207466.

OK, how many lights 50" x 60", 32" x 78" and 70" x 120" can be cut from this master blank. Sheet. © American Saint Gobain; 10Oct68; KK208294.

Out of the ordinary, the white patterned glass exclusives from ASG; Cascade. Sheet. © American Saint Gobain; 10Oct68; KK208293.

Patterned glass by ASG. 15 p. © American Saint Gobain; 23Jul68; KK207971.

Variations on a classic theme; the Pinstripe glass exclusives from ASG. Folder. © American Saint Gobain; 23Jul68; KK207465.

AMERICAN-STANDARD. ©

Test drive it on your next job; the Heatrim Fastpanel. (In Contractor, Sept. 15, 1968, p.58-59) Appl. author: Foote, Cone & Belding. © 1Sep68; KK208808.

Who says it has to take 881 gallons a week to flush a toilet? (In Technical bulletin no.129, Sept.-Oct. 1968, p.4) Appl. author: Foote, Cone & Belding. © 1Sep68; KK207973.

AMERICAN STANDARD, INC. ©

American Standard announces a new force in commercial air conditioning. (In Air conditioning, heating & refrigeration news, Nov. 18, 1968, p.15) Appl. author: Foote, Cone & Belding. © 18Nov68; KK209173.

The drive-in lavatory. (In Modern nursing home, July/Aug. 1968, p.18) Appl. author: Foote, Cone & Belding. © 18Jul68; KK208706.

The easy chair bath; Perineal bath. (In Modern nursing home, May-June 1968, p.155) Appl. author: Foote, Cone & Belding. © 18May68; KK206978.

The fresh one, the wild one, the safe one. (In House beautiful building manual, spring-summer 1968, p.9) Appl. author: Foote, Cone & Belding. © 29Feb68; KK206979.

Heritage fittings make any bathroom the toast of the town. (In Domestic engineering, July 1968, p.73) Appl. author: Foote, Cone & Belding. © 16Jul68; KK208725.

Our secret weapon, it helps you win the war. (In Fuel & oil heat, June 1968, p.27) Appl. author: Foote, Cone & Belding. © 1Jun68; KK208704.

The safe tub, this slip-resistant tub is like money in the bank. (In Modern nursing home, Sept./Oct. 1968, p.79) Appl. author: Foote, Cone & Belding. © 18Sep68; KK208705.

We squeezed a lot inside this new apartment-size heating package. Wrestler. (In Electric heat & airconditioning, Sept.-Oct. 1968, p.12) Appl. author: Foote, Cone & Belding. © 10Oct68; KK209178.

We'll give you the shirt off our back, really, a brand new Hathaway. (In Plumbing, heating, cooling business, June 1968, p.50-51) Appl. author: Foote, Cone & Belding. © 27May68; KK206975.

We're out to corner the market in stainless steel sinks. (In Journal of plumbing, heating & air conditioning, Nov. 1968, p.59) Appl. author: Foote, Cone & Belding. © 2Nov68; KK209176.

AMERICAN STERILIZER CO. ©

Equipment manual; part no.P-77464-91. 32 p. (Medallion series) Appl. author: Theodore R. Deverick. © 8Apr68; KK208833.

Equipment manual; part no.P-77465-91. 34 p. (Medallion series) Appl. author: Theodore R. Deverick. © 1Apr68; KK208832.

Equipment manual; part no.P-77467-91. 26 p. (Medallion series) Appl. author: Theodore R. Deverick. © 1Apr68; KK208830.

Equipment manual; part no.P-77468-91. 36 p. (Medallion series) Appl. author: Theodore R. Deverick. © 1Apr68; KK208831.

Equipment manual; part no.P-77469-91. 38 p. (Medallion series) Appl. author: Theodore R. Deverick. © 1Apr68 (in notice: 1967); KK208835.

Equipment manual; part no.P-77471-91. 30 p. (Medallion series) Appl. author: Theodore R. Deverick. © 1Apr68; KK208829.

Equipment manual; part no.P-78473-91. 19 p. Appl. author: Theodore R. Deverick. © 11Mar68; KK208834.

Image intensification accessories for Amsco surgical tables. Sheet. Appl. author: Richard W. Glass. © 28Jun68; KK207346.

AMERICAN 3 VEE'S PET PRODUCTS, INC. ©

Cod liver oil; for dogs of all breeds, cats and birds; net 3 fl. oz. On folding carton. © 3Jun68; KK208154.

House-breaking aid; net 1 fl. oz. On folding carton. © 3Jun68; KK207897.

Vitamin A and D oil, with wheat germ oil. Net 3 fl. oz. On folding carton. © 3Jun68; KK208461.

AMERICAN TOBACCO CO. ©

American brands. (In times dispatch, Richmond, Aug. 6, 1968) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Aug68; KK207784.

Bill Durham says: Don't rush me. (In American Legion magazine, July 1968, p.4 of cover) Appl. author: Norman, Craig & Kummel. © 10Jul68; KK208897.

Brighton Pinch tastes two months fresher than any other menthol. (In Birmingham post herald, Nov. 12, 1968, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov68; KK209151.

Designed for special occasions; at popular 100's price. (In The New York times, July 8, 1968, p.43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 8Jul68; KK207124.

If you could put Tareyton's charcoal filter on your cigarette, you'd have a better cigarette. (In Look, Sept. 17, 1968, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Sep68; KK208637.

If you could put Tareyton's charcoal filter on your cigarette, you'd have a better cigarette; but not as good as Tareyton. Man's fingers. (In Look, June 11, 1968, p.4 or cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28May68; KK206957.

A lovin' spoonful milder, new Double Eight filter cigarettes. (In Seattle post intelligencer, July 16, 1968, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jul68; KK207380.

Now, get behind A&C; Antonio & Cleopatra. [Four men holding cigars] (In United States tobacco journal, May 16, 1968, p.9) Appl. author: Gardner Advertising Co., Inc. © 16May68; KK207528.

Now, get behind an A & C; Antonio y Cleopatra. [Father & son in barber's chair] (In Newsweek, Sept. 9, 1968, p.4) Appl. author: Gardner Advertising Co., Inc. © 3Sep68; KK207947.

The only menthol cigarette with fresh squeezed flavor; Brighton. (In Sacramento union, June 24, 1968, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jun68; KK206974.

Pall Mall menthol 100's, extra cool, extra mild. (In TV guide, July 6, 1968, p.2 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 3Jul68; KK207192.

Switch now to the big tip filter; Pall Mall famous cigarettes. (In The New York times, Aug. 27, 1968, p.16) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Aug68; KK207886.

These brands keep 2,149 people working in Reidsville; Lucky Strike. (In Reidsville review, May 2, 1968) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May68; KK206973.

They don't call Roi-Tan the crowd pleaser for nothing; we'll go to any length to please. (In Tobacco leaf, May 1968, p.35) Appl. author: Gardner Advertising Co. © 1May68; KK206935.

You make out better at both ends; big tip Pall Mall Gold. (In Newsweek, July 1, 1968, p.37) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Jun68; KK207119.

You make out better at both ends; big tip Pall Mall gold. (In Time, Sept. 20, 1968, p.61) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Sep68; KK208283.

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AMERICAN TOURISTER. ©

How to help your salesman get somewhere. (In Premium practice, Apr. 1968, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar68; KK207369.

In 1950 the army gave us a great idea for a suitcase. (In Exchange & commissary news, June 1968, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 27May68; KK208378.

It's American Tourister against the world. (In Mademoiselle, Apr. 1968, p.86) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar68; KK207379.

Original crush-proof pack. (In Better homes and gardens, May 1968, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr68; KK207370.

AMERICOM CORP. ©

For 49¢ you can put Mama Cass in your pocket and take her out to play; Pocket Disc. (In The Seattle

times, Sept. 29, 1968, comic section, p.3) Appl. author: N. W. Ayer/F. E. Baker, Inc. © 29Sep68; KK209042.

For 49¢ you can put Tiny Tim in your pocket and take him out to play; Pocket Disc. (In Knighttimes, Sept. 27, 1968, p.4) Appl. author: N. W. Ayer/F. E. Baker, Inc. © 27Sep68; KK209041.

For 49¢ you can put Tiny Tim in your pocket and take him out to play; Pocket Disc. (In The Seattle times, Oct. 13, 1968, comic section, p.3) Appl. author: N. W. Ayer/F. E. Baker, Inc. © 13Oct68; KK209043.

AMIEL'S BEEF-A-MIEL, INC. ©

Beef-A-Miel. On wrapper. Appl. authors: A. Allan Jenkins & Amiel's Beef-A-Miel, Inc. © 18Oct68; KK208757.

ANCIENT AGE DISTILLING CO. ©

If you can pour a better bourbon, pour it! (In Club executive, June 1968, p.5) © 10Jun68; KK206965.

ANDERSON, WALTER J. See ASSOCIATED SALES LEADS.

ANDERSON CO. ©

Anco check sheet, Anco blade, refill and arm replacements. Folder. © 14Dec67; KK207567.

Anco customized clear-flex wiper blades. On folding carton. © 2May68; KK207561.

Anco dealers' stock checking guide for arms, blades and refills. Folder. © 8May68; KK207563.

Anco 18" red dot pin type clear-flex wiper blades; 5 pairs. Stock no. 828. On folding carton. © 12Mar68; KK207962.

Anco pin-type windshield wiper arms for original equipment. Sheet. © 21Mar68; KK207565.

Anco Red Dot customized anti wind-lift wiper blades. On folding carton. © 2May68; KK207558.

Anco Red Dot customized turtleback wiper blades. On folding carton. © 7May68; KK207560.

Anco Red Dot pin-type clear-flex wiper blades. On folding carton. © 12Mar68; KK207559.

Anco windshield wiper arm; one. No. 41148. On folding carton. © 19Apr68; KK207961.

Anco windshield wiper blades; new Red Dot pin-type clear-flex wiper blades, Red Dot anti wind-lift wiper blades. Folder. © 6May68; KK207564.

Anco wipers on world's largest airplane. [Envelope] Appl. ti.: Anco dealers peep hole news envelope. © 22Jul68; KK207562.

Read how Anco dealers and servicemen cash in on \$3,000,000 bonus. [Envelope] Appl. ti.: Anco dealers peep hole news envelope. © 6May68; KK207566.

ANHEUSER-BUSCH, INC. ©

Budweiser is the king of beers, but you know that. (In Columbia Missourian, Nov. 19, 1968, p.13) Appl. author: D'Arcy Advertising Co. © 19Nov68; KK208978.

ANTI-HYDRO WATERPROOFING CO. ©

A-H metallic hardener, endurecedor metalico A-H. Sheet. Appl. author: Mortimer W. Meyer. © 16Sep68; KK208297.

Accello regulates concrete and mortars. Sheet. Appl. author: Mortimer W. Meyer. © 16Sep68; KK208298.

Anchor P.V.A. bondor bonds plaster and concrete to concrete. Sheet. Appl. author: Mortimer W. Meyer. © 15Jul68; KK207300.

Expandcrete, lechada A-H con estabilidad dimensional. Sheet. Appl. author: Mortimer W. Meyer. © 16Sep68; KK208299.

For guaranteed results, Anti-Hydro. Folder. Appl. author: Mortimer W. Meyer. © 16Sep68; KK208678.

APOLLO CHEMICAL CORP.

Coaltrol N-11, combustion catalyst & slag-ash modifier. Sticker. © Apollo Chemical Corp. a.k.a. ACC; 5Sep68; KK208346.

MC-7, multifunctional catalyst. Sticker. © Apollo Chemical Corp. a.k.a. ACC; 27Aug68; KK208347.

Mr. marine diesel operator here's proof. Folder. © Apollo Chemical Corp. a.k.a. ACC; 15Aug68; KK208343.

Pentron D-9, polymeric deflocculent, fluidizer and corrosion inhibitor. Sticker. © Apollo Chemical Corp. a.k.a. ACC; 23Jan68; KK208344.

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APPLIED POWER INDUSTRIES, INC.

Air-operated hydraulic power units industrial; AU-3205-10. Sheet. © Applied Power Industries, Inc., parent co. of Power-Packer; 26Jun68; KK207714.

Mobile hydraulic components, standard products catalog-A. 14 p. © Applied Power Industries, Inc., parent co. of Power-Packer; 7Oct68; KK208666.

Power-Packer ball type check valves. Sheet. © Applied Power Industries, Inc., parent company of Power-Packer; 14May68; KK207331.

Power-Packer industrial air-operated hydraulic pump package, mountable. Sheet. © Applied Power Industries, Inc., parent company of Power-Packer; 1May68; KK207329.

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Power-Packer power safety tilt/pumps. Sheet. © Applied Power Industries, Inc., parent company of Power-Packer; 14May68; KK207330.

Press & force tool hydraulic components; standard products catalog-B. 26 p. (looseleaf) © Applied Power Industries, Inc., parent co. of Power-Packer; 11Mar68; KK207802.

Split-flow manual pump package; HP-2503-31-01. Sheet. © Applied Power Industries, Inc., parent co. of Power-Packer; 27Aug68; KK207801.

AQUARIUM SUPPLY CO.

BiOrell tropical fish food flakes; net wt. 5 oz. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 14Feb68; KK208679.

Permalife baby food for tropical fish. Net wt. 1/2 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 8Dec67; KK207792.

Permalife color-brite color food. Net wt. 1 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 7Dec67; KK207793.

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Permalife hamster wafers; net wt. 1/2 oz. On folding carton. © Aquarium Supply Co., division of Sternco Industries, Inc.; 22Jul68; KK207618.

Permalife hipromin. Net wt. 5/8 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 8Dec67; KK207797.

Permalife shrimp meal. Net wt. 1/3 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 11Dec67; KK207794.

Permalife turtle bath. Net contents 1 fl. oz. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 7Dec67; KK207795.

Permalife turtle food. Net wt. 1/2 oz. avoird. Sticker. © Aquarium Supply Co., division of Sternco Industries, Inc.; 7Dec67; KK207796.

ARAMIS, INC. ©

Three new ways to get a tan and one new way to keep it; Aramis Waterproof Sun Gel. (In Women's wear daily, June 14, 1968, p.3) © 14Jun68; KK208199.

ARCHITECTURAL ART MANUFACTURING, INC. ©

Aluminum rail systems, cat. no. 22. 27 p. © 30Jul68 (in notice: 1969); KK208983.

ARGO PRODUCTS CO. ©

Toby rack. [Tag] © 40Oct68; KK208358.

ARIZONA TRADERS. ©

Apache tear legend of truth. (In Grit, June 23, 1968, family section, p.33) © 18Jun68; KK207057.

ARM-REST TOILET SEAT CO. ©

Artsco. Sticker. Appl. author: S. J. Thomas. © 13Jun68; KK207712.

ARMSTRONG ASSOCIATES, INC. ©

Headline features; Aug.-Sept. 1968. Sheet. © 16Sep68; KK208222.

ARMSTRONG RUBBER CO. ©

At 70 mph or 110", the Brute keeps its cool. (In Fleet owner, Oct. 1968, p.210-211) Appl. author: Pritchard Wood Associates. © 5Oct68; KK208792.

Fatso, Armstrong has a new cool tire. (In Modern tire dealer, May 1968, p.48) Appl. author: Pritchard Wood, Inc. © 25Apr68; KK208229.

ASSOCIATED SALES LEADS.

Lead letter. Sheet. © Associated Sales Leads solely owned by Walter J. Anderson; 1Apr68; KK206996.

AUSTIN, NICHOLS & CO. ©

Not quite ready for the mature taste in Scotch; Grant's 8. (In The New Yorker, Oct. 5, 1968, p.75) Appl. author: Norman, Craig & Kummel. © 20Oct68; KK208934.

AUTOMOTIVE ADVERTISERS COUNCIL, INC. ©

Advertising first-aid kit and plan book. Appl. author: Applegate Advertising Agency, Inc. NM: rev. text. © 2Jan68; KK206966.

AUTOMOTIVE DIVISION, RUBBERMAID, INC. See RUBBERMAID, INC. AUTOMOTIVE DIVISION.

AUTOMOTIVE PERFORMANCE, INC. ©

MK-II vapor injector. Folder. © 1May68; KK208219.

Ski alarm. Folder. © 10Nov68; KK209344.

AVANT-GARDE. ©

Please post, wanted, see description on other side. Sheet. Appl. author: Avant-Garde Media, Inc. © 6Sep68; KK207887.

AVON PRODUCTS, INC. ©

Avon colors a delicate definition of you. (In Glamour, Feb. 1968, p.77) Appl. author: Dreher Advertising, Inc. © 20Jan68; KK206943.

Avon designs go-places color with the Gadabouts. (In Seventeen, Apr. 1968, p.3 of cover) Appl. author: Dreher Advertising, Inc. © 1Apr68; KK206950.

Avon has 17 variations on the fragrance theme. (In Seventeen, Mar. 1968, p.191) Appl. author: Dreher Advertising, Inc. © 1Mar68; KK206951.

Avon keeps your hair as lively as you are. (In Good housekeeping, May 1968, p.17) Appl. author: Dreher Advertising, Inc. © 18Apr68; KK206944.

Avon's colors speak sheerly, pearly, wildly, wonderfully. (In Good housekeeping, Apr. 1968, p.247) Appl. author: Dreher Advertising, Inc. © 19Mar68; KK206942.

Charisma, new fragrance by Avon; start a reaction. (In Seventeen, Sept. 1968, p.199) Appl. author: Dreher Advertising, Inc. © 1Sep68; KK208961.

Charisma, new fragrance by Avon; the woman who wears it, has it. (In Progressive farmer, Aug. 1968, p.3 of cover) Appl. author: Dreher Advertising, Inc. © 15Jul68; KK208958.

For the mini-people on your list, Avon's Christmas shopping shortcut; Charlie Brown, 4 oz. non-tear shampoo. (In Good housekeeping, Oct. 1968, p.187) Appl. author: Dreher Advertising, Inc. © 19Sep68; KK208964.

Fragrance accessories, interesting accents to you. (In Progressive farmer, Mar. 1968, p.105) Appl. author: Dreher Advertising, Inc. © 15Feb68; KK206949.

Gifts by Avon, a joy to give, a joy to receive. (In Progressive farmer, Nov. 1968, p.4 of cover) Appl. author: Dreher Advertising, Inc. © 15Oct68; KK208959.

Gifts have color, sparkle, fragrance and flair. (In Seventeen, Nov. 1968, p.93) Appl. author: Dreher Advertising, Inc. © 1Nov68; KK208965.

Happiness is Avon Christmas calling with Charlie Brown and his friends. (In Progressive farmer, Oct. 1968, p.64) Appl. author: Dreher Advertising, Inc. © 15Sep68; KK208960.

Poof! You're in the glow with Avon's Ultra Sheer finishing glo. (In Seventeen, Feb. 1968, p.191) Appl. author: Dreher Advertising, Inc. © 1Feb68; KK206948.

Portrait of a lady shopping the Avon way. (In Glamour, June 1968, p.95) Appl. author: Dreher Advertising, Inc. © 20May68; KK206945.

The smooth life, start it with the bath by Avon. (In Good housekeeping, July 1968, p.55) Appl. author: Dreher Advertising, Inc. © 20Jun68; KK208963.

Step into the smooth life with an Avon beauty bath. (In Seventeen, July 1968, p.47) Appl. author: Dreher Advertising, Inc. © 1Jul68; KK208962.

A timely after shave idea from Avon for men; daylight shaving time decanter. (In Look, Aug. 20, 1968, p.60) Appl. author: Dreher Advertising, Inc. © 6Aug68; KK208956.

Timely after shave gift ideas from Avon for men; the pump decanter. (In Life, Sept. 13, 1968, p.53) Appl. author: Dreher Advertising, Inc. © 9Sep68; KK208957.

Timely Christmas after shave ideas from Avon for men; the daylight shaving time decanter. (In Look, Oct. 15, 1968, p.69) Appl. author: Dreher Advertising, Inc. © 10Oct68; KK208955.

Timely Christmas after shave ideas from Avon for men; the opening play decanter. (In Look, Nov. 12, 1968, p.2 of cover) Appl. author: Dreher Advertising, Inc. © 29Oct68; KK208954.

Windjammer, a moment of adventure from Avon for men. [Couple on sail boat] (In Look, May 14, 1968, p.55) Appl. author: Dreher Advertising, Inc. © 30Apr68; KK206947.

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AYRES, JOHN H. See SUGARBUSH FARM.

AYRES, MARION H. See SUGARBUSH FARM.

B

B-Q SALES CO.

Shingle Whip. Sheet. © Norval Hinds d.b.a. B-Q Sales Co.; 26Oct68; KK208601.

BACARDI IMPORTS, INC. ©

Favorite sun candidate, Bacardi rum and Florida orange juice. (In Aloft, summer 1968, p.37) Appl. author: Ross Roy of New York, Inc. © 1Jul68; KK208622.

Mi trago con ron Bacardi; Puerto Rican rum. (In El Diario-La prensa, Mar. 39, 1968, p.41) Appl. author: Ross Roy of New York, Inc. © 29Mar68; KK208418.

Mini-party; Bacardi rum, the mixable one. (In The Philadelphia inquirer, Feb. 23, 1968, p.19) Appl. author: Ross Roy of New York, Inc. © 23Feb68; KK208421.

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Rum, the profitable one; special order list. (In Michigan beverage news, Apr. 15, 1968, p.24) Appl. author: Ross Roy of New York, Inc. © 15Apr68; KK208620.

Say, what kind of rum is this? Anejo. (In The Sales executive, Dec. 6, 1966, p.60) Appl. author: Ross Roy, Inc. © 6Dec66; KK207486.

Toy-Tote, keeps kiddie toys in one neat orderly place. Card. Appl. author: Donald Baron. © 21Aug68; KK208670.

BAGDASARIAN, ROSS. ©

The chipmunks sing chitty, chitty, bang, bang; no.61003. Record sleeve. © 29Aug68; KK207803.

BALE PIN CO. ©

For greater fund raising success. Sheet. © 16Sep68; KK207945.

- French club membership pins; no.2969C. Sheet. NM: illus. & text. © 7Nov68; KK208759.
- Future nurses club pins; no.3398B pin and guard. Sheet. © 17Oct68; KK208615.
- Girls athletics jewelry. Folder. NM: illus. & text. © 4Nov68; KK208760.
- Letterman, varsity club and athletic event pins; no.3101B. Sheet. © 5Nov68; KK209348.
- Library club membership pins; no.1659B pin and guard. Sheet. © 24Oct68; KK208614.
- Membership pins for all music groups; no.1181B. Folder. NM: additions & revisions. © 27Nov68; KK209250.
- Pep club jewelry for all school pep groups; no.1779A pin and guard. Folder. © 5Dec68; KK209116.
- Science club, science fair membership and award pins; no.6243. Sheet. © 23Nov68; KK208977.
- Spanish club membership pins; no.6190G18 pin and guard. Sheet. © 23Oct68; KK208616.
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- Yearbook, newspaper & journalism pins; 3407A. Sheet. NM: additions. © 12Nov68; KK208871.
- BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.**
Man-on-the-spot in Athens; the Academy. (In Business week, Sept. 14, 1968, p.4 of cover) Appl. author: D'Arcy Advertising Co. © Bank of America, National Trust & Savings Assn.; 14Sep68; KK208310.
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- Man-on-the-spot in New York, 41 Broad Street, home of Bank of America. (In Business week, July 20, 1968, p.4 of cover) Appl. author: D'Arcy Advertising Co. © Bank of America, National Trust & Savings Assn.; 20Jul68; KK207287.
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- BANK OF ASHEVILLE (N.C.)**
BankAmericar, the best feature is the financing. (In The Asheville citizen, May 21, 1968, p.2) © Bank of Asheville; 21May68; KK207631.
- BANKERS COMMERCIAL LIFE INSURANCE CO. ©**
Senior citizen Medicare companion service supplement policy. Folder. © 22Jul68; KK207591.
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As central supply supervisor. Sheet. Appl. ti.: Central supply supervisor statement. © 30Oct68; KK208438.
- As chief of anesthesiology. Sheet. Appl. ti.: Chief of anesthesiology statement. © 30Oct68; KK208437.
- As cysto nurse. Sheet. Appl. ti.: Cysto nurse statement. © 30Oct68; KK208441.
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- Bardic inside needle catheter; 1600 series. Sheet. Appl. ti.: Directions and label for inside needle catheter. © 19Sep68; KK208433.
- Dear doctor; we believe you would like to have your personal copy. Sheet. Appl. ti.: Doctor statement. © 30Oct68; KK208440.
- BARTON'S CANDY CORP. ©**
In the old school, if your marshmallow fluff was a flop, you couldn't go on to truffles. (In The New York times, Nov. 3, 1968, p.82-L) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov68; KK208972.
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- BEEBEE.**
Songs about animals, birds for children. See RADIO CORP. OF AMERICA.
- BECKETT, SHEILAH.**
Walt Disney's Bambi. See RADIO CORP. OF AMERICA.
- BEE PRODUCTS CO. ©**
Inner/loc sign brackets; eliminates visible screws. Sheet. © 12Aug68; KK207929.
- BEECHER, W. J.**
A child's book of birds. See PLATT & MUNK CO., INC.
- BEISTLE CO. ©**
2 jointed scratch cats. Folder. Appl. ti.: Jointed scratch cat header. © 1Feb68; KK206953.
- BELL DISTRIBUTORS, ©**
The original Green Beret ring. Sheet. Appl. author: Bennie J. Bell. © 2Jul68; KK207827.
- BLAIR ART PRODUCTS, INC. ©**
Spray Clear; no.200P; 15 3/4 ozs. net wt. Japan. Sticker. English & Japanese. Appl. author: Henry D. Blair. NM: Japanese text. © Blair Art Products, Inc.; 1May68; KK207037.
- BLAKE, ELIZABETH M. COUSINS. ©**
The braid-band, by Betsy Blake. Sheet. © 24Apr68; KK207613.
- BRADFUTE CORP. ©**
Everybody wins holiday cash at Shop Rite super markets. Card. © 23Sep68; KK208194.
- BRADLEY (MILTON) CO. ©**
Chunk-O-Grayon; one stroke draws multi-colored lines; 4886. Card. © 1Jul68; KK207818.
- BRAND HYDRAULICS, INC. ©**
4-way pressure compensated flow control. Sheet. © 29Jul68; KK207584.
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Coronet V.S.Q. is the no.1 brandy in Wisconsin. (In Frank Kane's licensed beverage review, June 1968, p.19) © 1Jun68; KK207580.
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- Grease, fat, oil; no grease, no fat, no oil; Vitalis. (In Sports illustrated, June 3, 1968, p.8-9) Appl. author: Young & Rubicam, Inc. © 30May68; KK208520.
- Congespirin, children's aspirin & nasal decongestant; 36 tablets. On folding carton. © 31Jul67; KK207308.
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BRISTOL-MEYERS CO.-Con.

Next time your hemorrhoids throb, kick yourself for not sending in this Pazo coupon. (In Los Angeles times home magazine, Aug. 4, 1968, p.68) Appl. author: Needham, Harper & Steers, Inc. © 4Aug68; KK207713.

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- COCA-COLA CO. ©
Choose one caption; choose one soft drink. Boy & girl at beach. (In Car craft, July 1968, p.4 of cover) Appl. author: McCann Erickson, Inc. © 18Jun68; KK207999.
- Choose one caption, choose one soft drink; Coke has the taste you never get tired of. (In Teen magazine, May 1968, p.3 of cover) Appl. author: McCann Erickson, Inc. © Coca-Cola; 15Apr68; KK207049.
- Choose one caption, choose one soft drink. 2 girls walking in park. (In Teen, Apr. 1968, p.39) Appl. author: McCann Erickson, Inc. © 15Mar68; KK207995.
- Coke still has the taste you never get tired of; antique bottle. Poster. Appl. author: McCann Erickson, Inc. © 1Apr68; KK207053.
- Diana Ross and The Supremes; where do they go from here? (In Car craft, March 1968; p.3 of cover) Appl. author: McCann Erickson, Inc. © 18Feb68; KK207050.
- It's twice time; canoe. Poster. Appl. author: McCann Erickson, Inc. © 27May68; KK207052.
- It's twice time. [Couple & canoe] (In Look, June 11, 1968, p.26) Appl. author: McCann Erickson. © 28May68; KK208000.
- It's twice time. [Couple on scooter] (In Ebony, July 1968, p.4 of cover) Appl. author: McCann Erickson, Inc. © 20Jun68; KK208002.
- It's twice time; scooter. Poster. Appl. author: McCann Erickson, Inc. © 15Jun68; KK207051.
- Remember your last bottle of Coke? (In Motor trend, July 1968, p.4 of cover) Appl. author: McCann Erickson. © 18Jun68; KK207996.
- Same difference; Coke still has the taste you never get tired of. (In Motor trend, Apr. 1968, p.75) Appl. author: McCann Erickson, Inc. © 18Mar68; KK207997.
- Something old, something new. (In Motor trend, May 1968, p.4 of cover) Appl. author: McCann Erickson. © 18Apr68; KK207998.
- The triple life of T. M. Alexander, Jr. (In Ebony, Aug. 1968, p.3 of cover) Appl. author: McCann Erickson, Inc. © 20Jul68; KK208001.
- COCA-COLA CO. FOODS DIVISION. ©
To introduce you to a richer coffee; Butter-Nut. (In Los Angeles herald-examiner, May 1, 1968, p.C-6) Appl. author: Tatham-Laird & Kudner, Inc. © 1May68; KK208491.
- COLGATE PALMOLIVE CO. ©
Announcing new Colgate with MFP, superior fluoride toothpaste. [Endorsed by Mrs. George Master-son] (In The New York times, Dec. 3, 1968, p.34) Appl. author: Ted Bates & Co., Inc. © 3Dec68; KK209144.
- Cold Power gets out even kid dirt in cold water. (In Redbook, Aug. 1968, p.4 of cover) Appl. author: Norman, Craig & Kummel. © 1Aug68; KK208575.
- Cold Power gets out even kid dirt in cold water. (In Tuesday magazine, June 9, 1968, p.35) Appl. author: Norman, Craig & Kummel. © 9Jun68; KK207219.
- Does your spray starch stick; Pruf won't. (In Ebony, Aug. 1968, p.7) Appl. author: Ted Bates & Co., Inc. © 20Jul68; KK207912.
- For a new kind of cool, mint in a menthol shave cream; new Rapid-Shave menthol mint. Man on desert. (In Sacramento bee, July 21, 1968) Appl. author: Ted Bates & Co., Inc. © 21Jul68; KK207409.
- For a new kind of cool, mint in a menthol shave cream; new Rapid-Shave menthol mint. [Man pushing lawn mower] (In Fresno bee, July 7, 1968) Appl. author: Ted Bates & Co., Inc. © 7Jul68; KK207411.
- Mint in a menthol; Rapid-Shave. (In TV guide, July 13, 1968) Appl. author: Ted Bates & Co., Inc. © 10Jul68; KK207410.
- Save 10¢ on new Pruf spray starch. (In Tribune Democrat, June 5, 1968) Appl. author: Ted Bates & Co., Inc. © 5Jun68; KK207552.
- COLGEMS RECORDS, INC. ©
Hammerhead; composed and conducted by David Whitaker; COS-110. Record sleeve. © 31Jul68; KK208458.
- Interlude; COSO-5007. Record sleeve. © 30Aug68; KK208729.
- COLORADO INTERSTATE GAS CO. ©
People ask me how come I look so healthy, I tell them I'm from Colorado. [Endorsed by Peggy Fleming] (In The Wall Street Journal, June 27, 1968, p.9) Appl. author: Bozell & Jacobs, Inc. © 27Jun68; KK207428.
- They played Don Giovanni in Colorado in 1873. That's what I call civilized; Roberta Peters. (In The Wall street journal, Sept. 26, 1968, p.9) Appl. author: Bozell & Jacobs, Inc. © 26Sep68; KK208752.
- You don't really have to catch your dinner on a fly rod in Colorado. [Endorsed by Joe Di Maggio] (In The Wall Street Journal, May 23, 1968, p.15) Appl. author: Bozell & Jacobs, Inc. © 23May68; KK207430.
- COLORTILE OF COLORADO, INC. ©
Playtime carpet goes anywhere people go. (In Joliet herald news, July 7, 1968, p.8) © 7Jul68; KK207126.
- 600 carpets. (In Joliet herald news, May 19, 1968, p.3C) © 19May68; KK207125.
- COMET RICE MILLS, INC. COUNTRY CUPBOARD FOODS DIVISION.
Country Cupboard apple pie; net wt.42 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208817.
- Country Cupboard baked pie shells; net wt.20 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208821.
- Country Cupboard cherry pie; net wt.42 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208813.
- Country Cupboard chocolate meringue pie; net wt.33 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208822.
- Country Cupboard coconut meringue pie; net wt.33 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208823.
- Country Cupboard Dutch apple pie; net wt.38 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208820.
- Country Cupboard French lemon pie; net wt.30 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208815.
- Country Cupboard fudge pecan pie; net wt.28 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208814.
- Country Cupboard mincemeat pie; net wt.42 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208819.
- Country Cupboard peach pie; net wt.42 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208818.
- Country Cupboard pumpkin pie; net wt.30 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208812.
- Country Cupboard southern pecan pie; net wt.30 oz. On folding carton. © Comet Rice Mills, Inc. (in notice: Comet Rice Mills, Inc., Country Cupboard Foods Division); 31Oct68; KK208816.
- COMMONWEALTH EDISON CO. ©
What'll they think of next? (In Chicago tribune, June 17, 1968, section 2, p.6) © 17Jun68; KK207218.
- COMER.
Songs from Walt Disney's The jungle book. See RADIO CORP. OF AMERICA.
- CONTESSA CREATIONS, INC. ©
You have been selected to receive a luxurious \$35.00 custom hairpiece free. Folder. Appl. author: Michael S. Gram. Appl. t1.: Advertisement for hair piece. © 15Mar68; KK207959.
- CONTINENTAL CHEF, INC. ©
International gourmet shashlik dinner party. Record sleeve. Appl. author: Victor P. Hatschier. © 7Aug68; KK208312.
- CONTINENTAL MARKETING CORP.
Youth Fare Center; business reply envelope. © Continental Marketing Corp. (in notice: Continental Marketing); 13Sep68; KK207983.
- COOPER, ENZA M.
Mr. Sagacity. Card. © Enza M. Cooper & Xenoline A. McCoy; 10Dec68; KK209342.

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PULVEX DIVISION. See PULVEX.

COOPER'S, INC. ©
Jockey bath kilt. On bag. © 30ct68;
KK208908.

COTY.
Want him to be more of a man? Try
being more of a woman; Emeraude
parfum de Coty. (In Cosmopolitan,
Feb. 1967, p.31) © Coty, division
of Chas. Pfizer & Co., Inc.;
24Jan67; KK208502.

COUNTRY CUPBOARD FOODS DIVISION, COMET
RICE MILLS, INC. See COMET RICE
MILLS, INC. COUNTRY CUPBOARD FOODS
DIVISION.

COUNTY LUMBER & SUPPLY CO., INC. ©
We specialize in rumpus rooms. (In
Chicago Sun times, Sept. 25, 1968,
p.46) Appl. tl.: Recreation rooms,
remodeling. © 25Sep68; KK208642.

COVENTRY (SARAH) INC. ©
A chain of happenings; things happen
with Sarah's tortoise fashion
chain and matching dangle earrings.
(In Farm Journal, Aug. 1968, p.58)
Appl. author: Rumrill-Hoyt, Inc.
© 20Jul68; KK207608.

A family portrait for your finger.
[Endorsed by Vera Miles] (In
TV guide, Oct. 26-Nov. 1, 1968,
p.3 of cover) Appl. author:
Rumrill-Hoyt, Inc. © 23Oct68;
KK208604.

Play the mix and match game. (In
Glamour, Nov. 1968, p.96) Appl.
author: Rumrill-Hoyt, Inc.
© 21Oct68; KK208969.

Sally discovers a touch of fall in
First frost. [Endorsed by Sally
Field] (In TV guide, Sept. 21-27,
1968, p.3 of cover) Appl. author:
Rumrill-Hoyt, Inc. © 18Sep68;
KK208549.

What in the world inspires Sarah?
It takes inspiration to create
Sarah Coventry's unusual jewelry.
(In National geographic, Aug. 1968,
p.3 of cover) Appl. author: Rum-
rill-Hoyt, Inc. © 29Jul68;
KK207609.

COX & TANZ. ©
Special summer savings, choose from
five bonus plans on Chevys and
Chevelles. (In The evening
bulletin, Philadelphia, June 18,
1968, p.54) Appl. author: Eugene
Robert Tanz. © 18Jun68; KK207068.

Special summer savings only at your
41 Club Chevy dealer. (In The
Evening bulletin, Philadelphia,
June 11, 1968, p.46) Appl. au-
thor: Eugene Robert Tanz.
© 11Jun68; KK207067.

CRAFT MANUFACTURING AND SUPPLY CO.,
INC. ©
Precision machined parts. Folder.
© 10May68; KK207099.

CRAFT-MARK PRODUCTS. ©
Delayed action electrical light
switch. Sheet. Appl. author:
Michael L. Anthony. © 26Jul68;
KK208898.

Fascinating hobby for the do-it-your-
self, make your own cigarette
lighter; design and make shop-
crafted bases for these automatic
cigarette lighter insert mechanism.
Sheet. Appl. author: Michael La-
mont Anthony. © Craft-Mark Pro-
ducts, owners Michael & John
Shabuniewicz; 1May68; KK207392.

CRAZEE-CLAYZEE CO.
Willy's Crazee-Clayzee non-toxic
modeling material. On folding
carton. © Absorene Mfg. Co. d.b.a.
Crazee-Clayzee Co.; 15Nov68;
KK209197.

CRESCENT MANUFACTURING CO. ©
Extra fresh, amber protected whole
blanched almonds; net wt. 3 oz.
On bag. Appl. tl.: Nut package
label. © 31Jul68; KK209031.

CREWS, DONALD. ©
Ten black dots. [Book jacket]
© 1Mar68; KK207982.

CROSS (A. T.) CO. ©
Subtle elegance, the mark of the
tasteful woman. (In Harper's
bazaar, Dec. 1968, p.173) Appl.
author: Potter Hazlehurst, Inc.
© 1Dec68; KK209303.

CROWER CAMS & EQUIPMENT CO. ©
Behind every Crower Monarch street/
strip cam is the race engineering
that brought Don Garlits his
spring-nationals championship.
(In Hot rod magazine, Sept. 1968,
p.25) Appl. author: Robert D.
Fall. © 29Aug68; KK207804.
Crower grinds the world's fastest
cams for the world's fastest drag-
ster & drag boat. (In Hot rod, Oct.
1968, p.9) Appl. author: Robert D.
Fall. © 26Sep68; KK208195.
Crower Monarch is the street/strip
cam most pro racers recommend.
(In Hot rod, Dec. 1968, p.37)
Appl. author: Robert D. Fall.
© 27Nov68; KK209028.
Crower Monarch street/strip cam,
the big one. (In Hot rod magazine,
Aug. 1968, p.37) Appl. author:
Robert D. Fall. © 30Jul68;
KK207344.
Monarch street/strip cam will lose
proof your car for only \$57.50.
(In Hot rod, Nov. 1968, p.37)
Appl. author: Robert D. Fall.
© 29Oct68; KK208599.
Take a tip from Don Garlits and start
winning more; the new Crower Mon-
arch ... street/strip cam. (In
Hot rod, July 1968, p.41) Appl.
author: Robert D. Fall. © 27Jun68;
KK206923.

CROWLEY'S MILK CO., INC. ©
Tasteful holiday happenings. (In
The Evening news, Newburgh, N.Y.,
Nov. 20, 1968, p.3D) Appl. author:
Rumrill-Hoyt, Inc. © 20Nov68;
KK209194.

CULVER ADVERTISING, INC. ©
Here are the books I want to advertise
in next year. (In New England
advertising week, Oct. 31, 1968,
p.3) © 31Oct68; KK208852.
If sales pick up, we'll increase
your ad budget. (In New England
advertising week, Nov. 21, 1968,
p.3) © 21Nov68; KK209024.

CUMMINGS, WILLIAM F. See DALCUM
PRODUCTIONS.

CUNNINGHAM-LIMP CO. ©
General Fireproofing is making its
mark in more than one country;
C/L engineers were there. (In Plant
engineering, Sept. 5, 1968, p.57)
© 5Sep68; KK208188.
Master plant masterfully designed
wins Top Ten award for inland steel
container. C/L engineers were
there. (In Plant engineering,
July 11, 1968, p.61) © 11Jul68;
KK207322.
The wide world of facility expansion,
C/L engineers were there. (In
Plant engineering, Nov. 14, 1968,
p.11) © 14Nov68; KK208971.

CUSH'N MATIC PEN CO. ©
The pen with the wild action.
Sheet. © 6Jun68; KK208914.

D

DAIRY COUNCIL OF CALIFORNIA. ©
Big ideas in nutrition education
and how to teach them, grades 1-3.
Card. © 7Jun68; KK208507.

Big ideas in nutrition education and
how to teach them, grades 4-6.
Sheet. © 7Jun68; KK208968.

Let's take a shake break; 15 winning
shake break recipes. Folder.
© 3Jul68; KK208221.

DALIS, ARTHUR E. See DALCUM PRODUC-
TIONS.

DALCUM PRODUCTIONS.
Lost Dutchman gold mine game.
Sheet. © Arthur E. Dalis &
William F. Cummings d.b.a. Dalcum
Productions; 3Jul68; KK208489.

DAMON CHEMICAL CO., INC. ©
Daco Stainless Shine; contents: one
quart. Sticker. © 25Nov68;
KK209012.

De-Markable liquid life for wood;
contents: 1 U.S. quart. Sticker.
© 21Nov68; KK209011.

DANIEL (JACK) DISTILLERY, LEM MOTLOW,
PROP., INC. ©
If you don't know anything about
hard maples you might wonder how
we keep a supply for gentling Jack
Daniel's. (In Potomac, Oct. 20,
1968, p.34) Appl. author: Gardner
Advertising Co., Inc. © 20Oct68;
KK208753.

The one and only reason Jack Daniel
settled in the Hollow was this
cool limestone spring. (In The
Houston post, Sept. 16, 1968,
section 4, p.P-2) Appl. author:
Gardner Advertising Co., Inc.
© 16Sep68; KK208325.

Recalling the old days at Jack
Daniel's brings to mind the time
the new tax man discovered Tennes-
see; Old no.7. (In Sunday world-
telegram magazine of the midlands,
Nov. 3, 1968, p.23) Appl. author:
Gardner Advertising Co., Inc.
© 3Nov68; KK209124.

A visit to our bottling house by
Mr. Tom Motlow. (In Arkansas
democrat, Sept. 9, 1968, p.2B)
Appl. author: Gardner Advertising
Co., Inc. © 9Sep68; KK208475.

We always welcome our neighbors;
Tennessee sour mash whisky. (In
Potomac (The Washington post)
Sept. 8, 1968, p.29) Appl. author:
Gardner Advertising Co., Inc.
© 8Sep68; KK208471.

DARCY INDUSTRIES, INC. ©
440 digital multimeter. 6 p.
© 15Mar68; KK207039.

DEJUR AMSCO CORP. ©
Mini-Memo, and I'm only this big.
Folder. © 1May68; KK207332.

DELIVERANCE EVANGELICAL CENTER, INC. ©
Hell; is there such a place, who pre-
pared it, who's going there? By
Apostle Arturo Skinner. DEC-1114.
Record sleeve. Appl. author: Jo-
seph Samuel. © 9Sep68; KK208030.
Leon Christmas in concert, Mr. Key-
board; D.E.C.1115. Record sleeve.
© 13Dec68; KK209378.
Men ought to always pray, by Apostle
Arturo Skinner; D.E.C.1116. Record
sleeve. © 13Dec68; KK209377.

DELTA PRODUCTS.

Baby fish food. Net wt. 3/4 oz.
Sticker. © Delta Products, division
of Sternco Industries, Inc.; 3Apr68;
KK208424.

Gelatin chew toy; no.482. Card.
© Delta Products, division of
Sternco Industries, Inc.; 11Jun68;
KK207615.

Mollie fish food. Net wt. 3/4 oz.
Sticker. © Delta Products, division
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KK208425.

Pump shelf. Sticker. © Delta Prod-
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tries, Inc.; 19Dec67; KK208423.

Radiance guppy food; net wt. 1 oz.
Sticker. © Delta Products, divi-
sion of Sternco Industries, Inc.;
16Jul68; KK207617.

Silent dog whistle; no.301. Card.
© Delta Products, division of
Sternco Industries, Inc.; 11Jun68;
KK207620.

6 way breeder and tank, with unique
adjustable hangers. On folding
carton. © Delta Products, division
of Sternco Industries, Inc.;
17Nov67; KK207931.

Tropical fish food; net wt. 1 oz.
Sticker. © Delta Products, divi-
sion of Sternco Industries, Inc.;
16Jul68; KK207619.

Turtle food; net wt. 3/4 oz.
Sticker. © Delta Products, divi-
sion of Sternco Industries, Inc.;
16Jul68; KK207616.

DE VITO LABORATORIES, INC. ©

Eve of Eden after bath spray powder;
net weight 6 1/2 oz. Sticker.
© 14Oct68; KK208527.

Eve of Eden foam hand & body creme;
net weight 8 oz. Sticker.
© 14Oct68; KK208528.

DILL (J. J.) Co. ©

More fog, better fog; London Fogger
model 25. (In Pest control, May
1968, p.10-11) © 15May68;
KK209294.

More fog, better fog; London Fogger
model 50. (In Pest control,
May 1968, p.10-11) © 15May68;
KK209293.

More fog, better fog; London Fogger
model 100. (In Pest control,
May 1968, p.10-11) © 15May68;
KK209295.

DISNEY (WALT) PRODUCTIONS. ©

Songs from Walt Disney's The one and
only, genuine, original family
band; DQ-1316. Record sleeve.
(A Disneyland record) Illus.
signed: P. Wenzel. Appl. author:
Walt Disney Productions, employer
for hire. © 6Jun68; KK207127.

DIVERSAL PRODUCTS. ©

Great idea, an annual directory
listing the bowling tournaments.
Sheet. Appl. author: Walter F.
Kowmacki. © 25Jul68; KK207301.

DOLE CO.

Finest selected mixed fruit, in heavy
syrup; net wt. 5 1/2 oz. Sticker.
© Dole Co., a division of Castle &
Cooke, Inc.; 15Sep68; KK208580.

Pineapple pink grapefruit drink;
Kellogg's Puffa Puffa Rice 7¢ cou-
pon on back. Sticker. © Dole Co.,
a division of Castle & Cooke, Inc.;
1Jun68; KK207100.

DOW CHEMICAL CO. ©

Enter the demonstrator, exit the
problems. (In Automotive indus-
tries, Feb. 1, 1968, p.24-25)
© 1Feb68; KK207129.

Liquid Tire Chain brand traction
improver; net wt. 4 oz.
Sticker. © 1Jul68 (in notice:
1967); KK208856.

Never let cold cuts become old cuts,
surround them with Saran Wrap.
(In Better homes & gardens, Aug.
1968, p.80) © 16Jul68; KK207501.

Saran Wrap spring happening. (In
Progressive grocer, May 1968,
p.117) © 1May68; KK207128.

Ziploc bags; 25 large food storage
bags. On folding carton.
© 25Mar68; KK207130.

DOW JONES & CO., INC. ©

Announcing Dow Jones Newsboard, the
most legible on-line news display
yet devised for brokers' board-
rooms. (In The Wall Street Jour-
nal, Oct. 11, 1968, p.22) Appl.
author: T. E. Callis. © 11Oct68;
KK209242.

Brokers and investors like our one
track mind, it helps their peace
of mind. (In U.S. news & world
report, Dec. 9, 1968, p.57) Appl.
author: T. E. Callis. © 9Dec68;
KK209141.

Dow Jones, after 85 years of pros-
pecting for investment news, we
know how to spot the nuggets.
(In U.S. news & world report,
Sept. 16, 1968, p.63) Appl. au-
thor: T. E. Callis. © 16Sep68;
KK207946.

Dow Jones, to be a sure-footed in-
vestor, stand on the sure facts.
(In U.S. news & world report,
Oct. 14, 1968, p.11) Appl. author:
T. E. Callis. © 14Oct68;
KK208485.

Our tick-tick-tick helps investors
tell profit time. (In U.S. news
& world report, Nov. 11, 1968,
p.24) Appl. author: T. E. Callis.
© 11Nov68; KK208774.

DOWNS, EDWARD T. See GRAPHIC-STANDARD
INSTRUMENTS CO.

DRACKETT CO. ©

News; with this pugnacious little
scrubber, you can easily remove
dried spills; O-Cedar sponge mop.
(In Good housekeeping, July 1968,
p.4) Appl. author: Young & Rubi-
cam, Inc. © 18Jun68; KK208521.

DRAKE ENGINEERING CO., INC. ©

Rapid cost saving fixturing for
milling & drilling machines with
the new Drake Multi-Position Stop.
Sheet. © 8Jul68; KK207034.

DRIFTWOOD SHORES, INC. ©

For sun and pleasure; Driftwood
Shores condominium on Oregon's
adventure coast. 1 v. © 31Jul68;
KK208163.

DRYSPPELL INDUSTRIES, INC. ©

Now, forget about arm injuries while
taking a shower, new Dryspell full-
length waterproof arm covering.
On folding carton. © 24Oct68;
KK208918.

DUMAS, ALEXANDER.

The Count of Monte Cristo. See
PLATT & MUNK CO., INC.

DUNN, CHARLES M. ©

Self expression Christmas cards.
[Envelope] © 21Jul68; KK207220.

DU PONT DE NEMOURS (E. I.) & CO.,
INC. ©

Top with tunics ... and you're ready
to win at Du Pont's new separates
game this fall, switchery; Hay-
maker. (In Women's wear daily,
June 5, 1968, p.29-31) Appl. au-
thor: Batten, Barton, Durstine &
Osborn, Inc. © 5Jun68; KK207274.

Top with tunics ... and you're ready
to win at Du Pont's new separates
game this fall, switchery; McKnit.
(In Women's wear daily, May 15,
1968, p.27-29) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 15May68; KK207275.

DUPUY, CHARLES. ©

Flickit, the score-bank game. Sheet.
© 24Apr68; KK207883.

DUTCH PIRATE ENTERPRISES. ©

Dutch Pirate Enterprises. Sheet.
Appl. author: George A. Rootring,
owner. © 8Aug68; KK208226.

E

EAGLE STORES.

Compare our prices any day you shop.
(In Times-democrat, Davenport-
Bettendorf, Iowa, May 30, 1968,
p.19) © Lucky Stores, Inc. a.d.b.a.
Eagle Stores; 30May68; KK207030.

Compare, test pricing proves savings
at Eagle. (In Times-democrat,
Davenport-Bettendorf, Iowa, Aug. 14,
1968, p.24) © Lucky Stores, Inc.
also d.b.a. Eagle Stores; 14Aug68;
KK208302.

Everyday low discount prices.
(In Times-democrat, Davenport-
Bettendorf, Iowa, May 22, 1968,
p.30) © Lucky Stores, Inc. a.d.b.a.
Eagle Stores; 22May68; KK207025.

Fresh taste of summer, bursting with
sun drenched goodness. (In
Times-democrat, Davenport-Bettendorf,
Iowa, July 10, 1968, p.26) © Lucky
Stores, Inc. also d.b.a. Eagle
Stores; 10Jul68; KK208301.

Impartial shopper test proves savings
at Eagle. [Endorsed by
Mrs. R. Klouser] (In Times-demo-
crat, Davenport-Bettendorf, Iowa,
June 5, 1968, p.32) © Lucky
Stores, Inc. a.d.b.a. Eagle Stores;
5Jun68; KK207029.

Over 7,500 discount prices. (In
Times-democrat, Davenport-Betten-
dorf, Iowa, May 15, 1968, p.30)
© Lucky Stores, Inc. a.d.b.a.
Eagle Stores; 15May68; KK207033.

Over 7,500 discount prices! (In
Times-democrat, Davenport-Betten-
dorf, Iowa, Aug. 28, 1968)
© Lucky Stores, Inc. also d.b.a.
Eagle Stores; 28Aug68; KK208303.

You save 5% to 15% on your total
food bill. (In Times-democrat,
Davenport-Bettendorf, Iowa, May 8,
1968, p.11) © Lucky Stores, Inc.
a.d.b.a. Eagle Stores; 8May68;
KK207032.

EARLY TIMES DISTILLERY CO. ©

Meet our better half. Sheet.
© 2Jul68; KK207381.

Swing a little; Early Times Kentucky
straight bourbon whisky. Sheet.
© 2Jul68; KK207383.

EAST WEST PRINT, INC. ©

Here is your Stamps for States
players card. Folder. Appl. au-
thor: Lyle J. Erickson. © 20Oct68
(in notice: 1967); KK208340.

Stamps for States, play and surely
win up to 2,000 stamps. Sheet.
Appl. author: Lyle J. Erickson.
© 20Oct68 (in notice: 1967);
KK208341.

EASY-OUT CO. ©

Cake pan liners for 8 inch and 9 inch
cake pans; 50. On folding carton.
Appl. author: Jane A. Raviele.
NM: additions. © 30Apr68 (in
notice: 1963); KK207400.

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EATON, YALE & TOWNE, INC. ©

The Multipliers; Eaton 2-speed axles give you speed and power. (In Bus & truck transport, Feb. 16, 1968, p.16) © 16Feb68; KK206739.

The Multipliers; make faster trips ... with the Eaton 2-speed axle. (In The Farm quarterly, spring planning 1968, p.8) © 6Feb68; KK207020.

The Multipliers; 3-speed tandem axles team up with 5-speed transmissions. (In Fleet owner, vol.63, no.3, p.124-125) © 12Mar68; KK207385.

The Multipliers; 2-speed axles give both speed and power. (In Automotive news, Jan. 1, 1968, p.7) © 1Jan68; KK207386.

The Multipliers; 2-speed axles give you speed and power. (In Commercial car journal, vol.114, no.6, p.186-187) © 10Feb68; KK207387.

The Multipliers; 2-speed axles provide both a speed and power range. (In Truck dealer, Feb. 1968, p.47) © 5Feb68; KK207388.

EDDY, MARY BAKER, ESTATE OF. TRUSTEES. See TRUSTEES UNDER THE WILL OF MARY BAKER EDDY.

EDMUNDS, GEORGE B. ©

Circus Wagon, hot dogs, hamburgers. (In Orion magazine, Jan.-Feb. 1968, p.66) © 16Feb68 (in notice: 1967); KK207895.

EDWARDS INDUSTRIES, LTD. See FANTASTIX PRODUCTS NATURELLE.

ELECTRONIC COMPUTER PROGRAMMING INSTITUTE ©

Computer Programming. (In Daily news, New York, Aug. 28, 1968, p.83) Appl. author: Marsteller, Inc. © 28Aug68; KK207851.

A few months' training could make a big difference in your future. (In The New York times, June 16, 1968, p.E-13) Appl. author: Marsteller, Inc. © 16Jun68; KK207114.

Here's your chance to learn computer programming from professional programmers. (In The New York times, June 9, 1968, p.E-8) Appl. author: Marsteller, Inc. © 9Jun68; KK207113.

Here's your chance to learn computer programming from professional programmers. (In The New York times, June 23, 1968, p.E-7) Appl. author: Marsteller, Inc. © 23Jun68; KK207112.

Looking for a better job? (In The New York times, Aug. 18, 1968, p.E-11) Appl. author: Marsteller, Inc. © 18Aug68; KK207806.

ELLIOT SCIENTIFIC CORP. ©

Biochrome mounts. 1968 ed. 18 p. © 10ct68; KK209346.

EMPIRE BUILDERS CO. ©

Never before offered, free solid vinyl siding, this is not a contest. Folder. Appl. author: Harry Stroiman. NM: revision. © 10Jul68; KK207054.

EMPIRE PENCIL CO. ©

Baseball greats. Card. © 22Mar68; KK207091.

Famous sportsmen. Card. © 22Mar68; KK207092.

Space discoveries. Card. © 22Mar68; KK207090.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©

Congratulations, Mr. President. (In Life association news, Nov. 1968, p.134) Appl. author: Foote, Cone & Belding. © 1Nov68; KK209180.

Equitable lowers annuity rates

again. (In Business week, June 22, 1968, p.14) Appl. author: Foote, Cone & Belding. © 21Jun68; KK207137.

Equitable lowers annuity rates again.

(In U.S. news & world report, June 17, 1968, p.1) Appl. author: Foote, Cone & Belding. © 10Jun68; KK206976.

Fall '68, the protectors are going strong. (In The Weekly underwriter, Sept. 7, 1968, p.21) Appl. author: Foote, Cone & Belding. © 7Sep68; KK207972.

Helping the protectors do a bigger job. (In Life insurance selling, Oct. 1968, p.4) Appl. author: Foote, Cone & Belding. © 10ct68; KK208709.

Here's the latest full-color ad in the nationwide campaign. (In Western underwriter, July 1968, p.2 of cover) Appl. author: Foote, Cone & Belding. © 5Jul68; KK208718.

If one of your key men should die, know what else you might lose? (In U.S. news & world report, Sept. 30, 1968, p.15) Appl. author: Foote, Cone & Belding. © 23Sep68; KK208702.

If you really want to go places; The Equitable. (In Generation, Oct. 1968, p.6) Appl. author: Foote, Cone & Belding. © 10Oct68; KK208807.

I'm glad you asked that question, an Equitable Executive Policy can provide security. (In Ebony, Sept. 1968, p.75) Appl. author: Foote, Cone & Belding. © 19Aug68; KK208698.

I'm glad you asked that question, at Equitable, service to clients always heads the list. [Endorsed by LeRoy A. Beavers, Jr.] (In Ebony, Oct. 1968, p.147) Appl. author: Foote, Cone & Belding. © 16Sep68; KK208703.

I'm glad you asked that question, Equitable living insurance can help keep your business in the family. [Endorsed by James C. Meredith & James C. Hardison] (In Ebony, Nov. 1968, p.3) Appl. author: Foote, Cone & Belding. © 15Nov68; KK209172.

I'm glad you asked that question, you can get a lifetime income plus tax benefits with an Equitable annuity. (In Ebony, June 1968, p.101) Appl. author: Foote, Cone & Belding. © 22May68; KK207143.

A lot of group life insurance plans are suffering from a common ailment, the coverage gap. (In U.S. news & world report, Nov. 11, 1968, p.13) Appl. author: Foote, Cone & Belding. © 4Nov68; KK209171.

1. Looking up more words, Pete? (In Journal of college placement, Apr.-May 1968, p.111) Appl. author: Foote, Cone & Belding. © 1Apr68; KK206977.

1. Looking up more words, Pete? (In The Spectator, July 1968, p.13) Appl. author: Foote, Cone & Belding. © 15Jun68; KK207974.

The protectors; always there when you need them. (In Life, June 21, 1968, p.9) Appl. author: Foote, Cone & Belding. © 17Jun68; KK206981.

The protectors; expect a lot from them. (In Life, Apr. 19, 1968, p.89) Appl. author: Foote, Cone & Belding. © 15Apr68; KK206982.

The protectors; it's good to know they're in town. (In Life, May 31, 1968, p.3 of cover) Appl. author: Foote, Cone & Belding. © 27May68; KK206983.

The protectors, they can help you send your kids to college. (In Public relations journal, Oct. 1968, p.77) Appl. author: Foote, Cone & Belding. © 10ct68; KK208720.

The protectors; your security is their business. (In Life, Mar. 28, 1968, p.47) Appl. author: Foote, Cone & Belding. © 25Mar68; KK206980.

Some things should be kept in the family, like your estate. (In U.S. news & world report, Oct. 21, 1968, p.17) Appl. author: Foote, Cone & Belding. © 14Oct68; KK208719.

Something new has been added to Equitable's group plans for small businesses, teeth. (In U.S. news & world report, Sept. 23, 1968, p.1) Appl. author: Foote, Cone & Belding. © 16Sep68; KK208707.

You sure are my kind of folksinger. Illus. signed: Saxon. (In Journal of college placement, Oct.-Nov. 1968, p.53) Appl. author: Foote, Cone & Belding. © 10ct68; KK209170.

ESKIMO, INC. ©

Eskimo. On cup. © 15Oct68; KK208474.

ESKIMO PIE CORP. ©

Eskimo Pie Miniatures; contents 20 pieces, 1/2 fl. oz. each. On folding carton. © 31Aug67; KK207304.

Kreme Kooler party pride; net contents 1 pt. 2 fl. ozs. On folding carton. © 7Mar68; KK208872.

3 flavored pop, Super Rocket Party Pride; net contents 1 1/2 pints liquid. On folding carton. © 18May68; KK208873.

ESTEE LAUDER, INC.

And now Estee Lauder introduces Re-Nutriv foundation. (In Vogue, Apr. 1, 1968, p.29-30) © Estee Lauder, Inc. (in notice: Estee Lauder Companies); 1Apr68; KK208555.

Estee is the first super perfume. (In Town & country, Nov. 1968, p.10-11) © 29Oct68; KK208950.

Estee Lauder creates the Golden Weave compact. (In Town & country, Nov. 1968, p.15) © 29Oct68; KK208949.

Estee Lauder gives her Re-Nutriv make-up, a rich new glow with palest pales and deepest darks. (In Town & country, Nov. 1968, p.25) © 29Oct68; KK208951.

If your face doesn't really feel clean with cream; gentle Facial Shampoo. (In Harper's bazaar, Sept. 1, 1968, p.22-23) © 1Sep68; KK208373.

If your face doesn't really feel clean with cream, yet soap and water is too drying, then Estée Lauder's new fresh-water treatments were created just for you. (In New Yorker, Sept. 14, 1968, p.15) © 14Sep68; KK208200.

It's an instant age you're living in but your face should never show it. Now you can give your skin the thorough cleansing it demands with the fresh water treatments. (In Town & Country, Oct. 1968, p.11-13) © 26Sep68; KK208368.

What makes Re-Nutriv cream a classic?
(In Vogue, Mar. 1, 1968, p.43-45)
© Estee Lauder, Inc. (In notice:
Estee Lauder Companies); 29Feb68;
KK207006.

You spent all summer getting a tan,
now keep it with Go-Bronze. (In
Harper's bazaar, Aug. 1, 1968,
p.8-9) © 1Aug68; KK208374.

EVERSHARP, INC. SCHICK SAFETY RAZOR
CO. DIVISION. See SCHICK SAFETY
RAZOR CO.

EXCEL-MINERAL CO., INC. ©
Bar-B Bed base for charcoal; net wt.
10 lbs. On bag. © 1Jul68;
KK207899.

Home Owners oil & grease absorbent;
net wt. 10 pounds. On bag.
© 11Apr67; KK207898.

Jonny Cat tray & litter; net wt. 5
lbs. On folding carton.
© 28Aug68; KK207900.

F

FACTOR (MAX) & CO. ©

Beginning May 1, Geminesse will
show you how to feature your best
feature; new Geminesse feature
make-ups. (In Harper's bazaar,
May 1968, p.30-31) © 25Apr68;
KK207459.

4 1/2 reasons why Max Factor's new
UltraLuccent Blusher is better than
yours. (In Glamour, Apr. 1968,
p.2 of cover & p.1) © 19Mar68;
KK207872.

Max Factor makes the next nude news
in lipstick, the shamelessly sheer
mouth; the ultra-luminous nail;
California Sun Cremes & Sun Frosts.
(In Glamour, June 1968, p.30-31)
© 20May68; KK207458.

Max Factor solves the great make-up
mix-up. (In McCall's, May 1968,
p.14-15) © 23Apr68; KK207463.

Soft color blinding is here; new
Tried & True Soft Color Blonde
Toners. (In Ladies home journal,
July 1968, p.18-19) © 25Jun68;
KK207462.

What has 1001 eyes and goes with
everything you wear? California
Shadow collections by the case by
Max Factor. (In Cosmopolitan,
July 1968, p.19) © 25Jun68;
KK207464.

Whatever happened to lip gloss;
California Sun Glosses by Max
Factor. (In Glamour, Apr. 1968,
p.3) © 19Mar68; KK207460.

FALSTAFF BREWING CORP. ©

Falstaff, the thirst slaker, the
Falstaff Brewing Corp. proudly
announces our new distributor in
Little Rock. (In Arkansas gazette,
July 18, 1968, p.5B) © 18Jul68;
KK208713.

Nothing you can pour slakes your
thirst like a Falstaff. (In
St. Louis blues yearbook, 1968-1969,
p.4 of cover) © 22Oct68;
KK208715.

The thirst slaker. Poster.
© 1Aug68; KK208699.

The thirst slaker. Sheet.
© 1Aug68; KK208710.

The thirst slaker; Falstaff. (In
Esquire, Aug. 1968, p.33) © 1Aug68;
KK207467.

The thirst slaker, brewed
clear to drink fresh. (In Esquire,
July 1968, p.25) © 1Jul68;
KK208711.

The thirst slaker, now 6-pak only
\$1.09. (In Los Angeles herald-
examiner, May 28, 1968, p.A-3)
© 28May68; KK207131.

This 4th, get drafted; Falstaff.

(In St. Louis globe-democrat,
July 2, 1968, p.13A) © 2Jul68;
KK208714.

This is the one that really satisfies
a thirsty man, no wonder they call
it the thirst slaker; Falstaff.
(In Club news, Aug. 1968, p.5)
© 1Aug68; KK208716.

FANTASTIX PRODUCTS NATURELLE.

All purpose high sheen oil spray;
contents 10 oz. Sticker. © Ed-
wards Industries, Ltd. d.b.a.
Fantastix Products Naturelle;
24May68; KK207885.

All purpose high sheen oil spray;
contents 10 oz. Sticker.
© Kenneth Provost d.b.a. Fantastix
Products Naturelle; 1May68;
KK208506.

Naturelle comb-out conditioner;
contents 1 pint. On bottle.
© Edwards Industries, Ltd. d.b.a.
Fantastix Products Naturelle;
24May68; KK207836.

FARMERS REGIONAL COOPERATIVE. ©

Add; add nitrogen when it's needed
with Felco sidedress. (In
Wallaces farmer, Apr. 27, 1968,
p.11) © 27Apr68; KK207420.

Cash; cash in on extra hog margins
with Felco hog balancer. [Endorsec
by Donald Hass] (In Wallaces
farmer, June 22, 1968, p.7)
© 22Jun68; KK207416.

Finish; finish in the net pork
money with Felco dry lot. [En-
dorsed by Carl White] (In
Wallaces farmer, May 25, 1968,
p.11) © 25May68; KK207418.

Gain; raise good business pork fast
with Felco pig growers. [Endorsed
by Eugene Heggen] (In Wallaces
farmer, May 11, 1968, p.11)
© 11May68; KK207419.

Gain, raise good business pork fast
with Felco pig growers. [Endorsed
by George McKay] (In Successful
farming, June 1968, p.46C)
© 21Jun68; KK207413.

MGA; for faster gaining heifers
feed new Felco beef 50-VH with
MGA. [Endorsed by Glen Hughes]
(In Nebraska farmer, June 1, 1968,
p.9) © 1Jun68; KK207423.

Milk; get a bigger milk check with
Felco dairy feeds. [Endorsed by
La Verne Garms] (In Wallaces
farmer, June 8, 1968, p.11)
© 8Jun68; KK207417.

Pork; pigs make hogs faster with
Felco pig growers. (In Successful
farming, May 1968, p.38E)
© 21May68; KK207414.

Power; move 'em out loaded for big
power filled with Felco gasoline.
(In Wallaces farmer, Apr. 13,
1968, p.11) © 13Apr68; KK207421.

Propane; irrigate with clean, sure
power, use Felco Propane. (In
Nebraska farmer, June 15, 1968,
p.13) © 15Jun68; KK207422.

Pull; get 20% more tractor pull with
Agri-Power tires from Felco.
[Endorsed by Gerold Kneischl]
(In Nebraska farmer, Apr. 6, 1968,
p.10) © 6Apr68; KK207424.

Weedless; guaranteed weed control
in soybeans with Treflan from
Felco Cooperatives. (In Success-
ful farming, Apr. 1968, p.70I)
© 21Apr68; KK207415.

Wider, safer extra wide tread on
new SPD auto tire from Felco.
(In Successful farming, June 1968,
p.46C) © 21Jun68; KK207412.

FASTENER INDUSTRIES, INC. ©

Better design with Ohio Spotweld
fasteners; bulletin no.683.
Folder. Appl. author: John T.
Doheny. © 8Jul68; KK208334.

FASWEET CO., INC. ©

Liquid Fasweet sweetener; net 12 fl.
oz. Sticker. © 18Dec68; KK209360.

FEDERAL PUBLICATIONS, INC. ©

Concentrated course in government
contracts. 1 v. © 22May68;
KK208319.

Concentrated course in Government
contracts, February 11-16, 1968.
1 v. © 2Jan68; KK208513.

Subcontracting, Dec. 9-13, 1968.
1 v. © 4Oct68; KK208576.

FEDTRO, INC. ©

Amber safety signal lens;
model TOP-AMB. Folder. © 15Jan68;
KK206920.

Auto alarm! Protect-o-matic auto
burglar alarm; model AA-2. Folder.
© 23May68; KK206921.

Blue fireman's signal lens;
model TOP-BL. Folder. © 15Jan68;
KK206919.

Control-O-Matic electric outlet
control center; model Con-6.
Card. © 16Sep68; KK208503.

Electro battery charger by Fedtro.
Card. © 30Sep68; KK208306.

Electro-TV plug-in antenna. Card.
© 27Sep68; KK208307.

Electronic road flares by Fedtro;
model flare-3. On folding carton.
© 29Jul68; KK207835.

Enjoy wonderful new radio-TV Private-
Lee; model P-L. Card. © 12Aug68;
KK207704.

Flashing new giant safety lite by
Fedtro; Model RBL-12V. Folder.
© 12Jun68; KK206918.

Hi-intensity auto lite; model
Dash-12V. Card. © 12Sep68;
KK208505.

Lighthouse flasher kit, by Fedtro.
On folding carton. © 31Jul68;
KK207834.

Mr. Dealer; this 12 volt store dem-
onstrator is guaranteed to increase
your auto accessory sales 100%;
model Demo-12V. On box. © 15Jan68;
KK206917.

Powerhouse battery charger; model
PBC. Card. © 5Aug68; KK207703.

Powerhouse porch & patio deluxe all
purpose indoor/outdoor speaker; take
it from Mickey Mantle; model
SP-Patio. Card. © 29Aug68;
KK207833.

Pumps automatically up to 300 gallons
an hour; Pump-O-Matic water pump;
model DRN-P. Folder. © 30Sep68;
KK208613.

TV remote control; model RC-110.
Card. © 17Sep68; KK208504.

FELCO, INC. ©

Ampruf rainbow spray enamel; 15 oz.
net weight. Sticker. © 15Jul68
(in notice: 1967); KK207556.

FINGERHUT, M. ©

Be my guest ... while you prepare in-
stant, less-mess meals with Broil-
master during this 15 day free home
trial. Sheet. © 14Oct68; KK209218.

Be warm, be in fashion, be in boots.
Sheet. © 14Oct68; KK209157.

Beautiful stretch gloves free.
Sheet. © 1Dec68; KK209162.

Beautiful stretch gloves free; espe-
cially made to match your lady's
car coat. Sheet. © 21Nov68;
KK209205.

Cozy, convertible fake fur hat; yours
free. Sheet. © 21Oct68; KK209214.

Deluxe 3-speed Master Craft portable
electric mixer; special bonus offer.
Sheet. © 14Oct68; KK209210.

The elegant new antiqued leather
look. Sheet. © 1Dec68; KK209166.

For all-around comfort and good
looks, luxurious, velvet-soft wide-
wale corduroy. Sheet. © 14Oct68;
KK209153.

FINGERHUT, M.-Con.

Free, Fingerhut's Cadeaux transistor. Sheet. © 21Oct68; KK209215.

Free 5 pc. country kitchen table set. Sheet. © 14Oct68; KK209159.

Free gift, his and hers travel bags. Sheet. © 1Dec68; KK209163.

Free pair of door panels. Sheet. © 1Dec68; KK209164.

Free, shapely new A-line skirt; matches your new GPO coat. Sheet. © 14Oct68; KK209219.

Free, 3-piece stainless steel covered mixing bowl set. Sheet. © 21Oct68; KK209216.

Free, 2 protective transparent door edge guards. Sheet. © 1Dec68; KK209161.

His and hers car coats by Fingerhut of Minnesota. Sheet. © 14Oct68; KK209155.

His and hers car coats, by Fingerhut of Minnesota. Sheet. © 21Oct68; KK209217.

His and hers car coats by Fingerhut of Minnesota. Sheet. © 1Dec68; KK209167.

His and hers car coats, by Fingerhut of Minnesota. Sheet. Appl. ti.: Wide wale corduroy, antique leather-look vinyl. © 14Oct68; KK209212.

Husky socket wrench and tool set; 104 pieces. Sheet. © 21Nov68; KK209206.

A little measuring goes a long way. Sheet. © 21Nov68; KK209207.

Master Craft heavy-duty power sabre saw. Sheet. © 14Oct68; KK209154.

Master Craft heavy-duty power sabre saw. Sheet. © 21Nov68; KK209204.

Master Craft's 14 pc. covered mix 'n store bowl set. Sheet. © 14Oct68; KK209156.

The now look of leather. Sheet. © 14Oct68; KK209152.

Regal superb cookware with new super-hard Teflon; try this 12-pc. cookware set free for 30 days. Sheet. © 21Nov68; KK209208.

Typing for beginners; included with your new Olivetti Underwood. Sheet. © 21Nov68; KK209209.

Your free gift, crushed antique leather-look vinyl tote bag. Sheet. © 1Dec68; KK209165.

Your free gift; crushed leather-look vinyl tote bag. Sheet. © 14Oct68; KK209211.

Your free gift; crushed leather-look vinyl tote bag. Sheet. © 21Nov68; KK209203.

Your free gift; science & mechanics annual 1969 edition of Car repair. Sheet. © 21Oct68; KK209213.

Your free gift, tear drop tote bag. Sheet. © 1Dec68; KK209160.

Your free gift, 10-pc. mini tool set. Sheet. © 14Oct68; KK209158.

Take any 3 of these gifts, yours free to keep, just for trying our famous his and hers car coats. Sheet. © 15Aug68; KK208247.

Transparent Airflo seat covers. Folder. © 12Jul68; KK207647.

12 reasons why you'll love Fingerhut car coats. Sheet. © 21Jun68; KK208864.

2 free gifts for her; gift no.1, lady's tote bag. Sheet. © 23Jun68; KK207666.

FINGERHUT MANUFACTURING CO. ©

Elegantly yours from Fingerhut, world's largest distributor of quality seat covers; Custom Imperial. Folder. © 12Jul68; KK207659.

Fingerhut Mfg. Co. warehouse clearance. Sheet. © 22Jun68; KK207662.

Follow these simple steps to build your anywhere stool. Sheet. © 12Dec67; KK207678.

For 10 day free trial of Fingerhut car coats ... mail the enclosed yellow free trial, free gift card within seven days. Sheet. © 22Jun68; KK208860.

Free, deluxe walnut grain steering wheel cover. Sheet. © 23Jun68; KK207660.

Free 5 pc. country kitchen table set. Sheet. © 7May68; KK207671.

Free, 5-pc. nylon kitchen utensil set. Sheet. © 15Dec67; KK207679.

Free; 14 piece covered mix 'n store bowl set. Sheet. © 7May68; KK207673.

Free pair of door panels. Sheet. © 15Dec67; KK207680.

Free pair of door panels. Sheet. © 23Jun68; KK207638.

Free, Pak-a-way mocs by U.S. Rubber, railway disguised as shoes. Sheet. © 23Jun68; KK207643.

Free, portable revolving tool caddy. Sheet. © 15Dec67; KK207648.

Free, revolutionary new Flex-sander. Sheet. © 6May68; KK207677.

Free, 17-pc. socket & box wrench set. Sheet. © Fingerhut Manufacturing; 17Apr68; KK207683.

Free, 6-pc. nylon kitchen utensil set. Sheet. © 15Dec67; KK207684.

Free tableware tray. Sheet. © 22Jun68; KK208321.

Free, the perfect all purpose, un-sinkable, unbreakable land & sea lantern. Sheet. © 23Jun68; KK207634.

Free, 2 plush deep pile Kar-pets. Sheet. © 23Jun68; KK207639.

His and hers car coats by Fingerhut of Minnesota. Sheet. © Fingerhut Manufacturing; 22Dec67; KK207689.

His and hers car coats by Fingerhut of Minnesota. Sheet. © Fingerhut Manufacturing; 22Dec67; KK207691.

Miracle fabrics are more susceptible to damage because you don't think they are; transparent Airflo seat covers. Sheet. © 21Nov68; KK209202.

Mix, blend, chop, grate, grind. Sheet. © 19Jun68 (in notice: 1967); KK207687.

New Tenex vinyl carpet runner. Sheet. © 23Jun68; KK207635.

Only \$39.95 for all 104 pieces. Sheet. © 12Apr68; KK207668.

Presenting a new concept in light-weight, heavy-duty portable typewriters, MasterCraft; see why this all new deluxe Master Craft portable typewriter is your best buy in portables today. Folder. © 22Jun68; KK208862.

Protects your car carpets door to door, front and rear ... that's the beauty of Clear-Vue. Sheet. © 23Jun68; KK207637.

Wear this charming walking suit for 10 days free. Sheet. © 15Aug68; KK208245.

Wear this coat for ten days free, you risk nothing. Sheet. © Fingerhut Manufacturing; 5May68 (in notice: 1967); KK207682.

The Wink panoramic mirror takes the blind spots out of driving. Sheet. © 23Jun68; KK207641.

Your free gift, Eastman Kodak. Sheet. © 14May68; KK208866.

Your free gift, handsome matching corduroy tote bag. Sheet. © 23Jun68; KK207633.

Yours free, 8 piece rapier steak knife set by Master Craft. Sheet. © 15Aug68; KK208237.

FINGERHUT PRODUCTS CO. ©

Add scrumptious appeal to your delicacies, store 'n server. Sheet. © 15Aug68; KK208234.

Affix the stamp or stamps to the enclosed free inspection card; PX-228.. Sticker. © 22Jun68; KK208861.

5 pc. nylon kitchen tool set, protects your Teflon cookware. Sheet. © 15Jul68; KK207649.

4 sets in 1, complete 50 piece Minuet tableware service for 8 plus 3 cutlery sets. Folder. © 15Dec67; KK208320.

Free, a new hiding place for soiled clothes; this Hideaway hamper is the perfect way. Sheet. © 23Jun68; KK207663.

Free, a year's supply of king size disposable dust bags for your sweeper. Sheet. © 30Aug68; KK208242.

Free Americana food chopper. Sheet. © 7May68; KK207674.

Free bonus gift; deluxe 3 speed Master Craft portable electric mixer. Sheet. © 7May68; KK207667.

Free, Chargaatron home battery charger. Sheet. © 7May68; KK207676.

Free, deluxe walnut grain steering wheel cover. Sheet. © 15Jul68; KK607650.

Free, dress up your kitchen with colonial charm. Sheet. © 12Jul68; KK207658.

Free, eight frosted tumblers. Sheet. © 15Aug68; KK208239.

Free, eight 12 oz. tumblers to go with your Lenoxware. Sheet. © 21Nov68; KK209168.

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- 4 cycles, 8 reasons. (In Motor boating, Mar. 1968, p.87) Appl. author: Culver Advertising, Inc. © 8Feb68; KK207285.
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New read about General Development's Florida. (In Look, Sept. 17, 1968, p.M4-M5) Appl. author: Leo Burnett Co., Inc. © 17Sep68; KK207991.

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Ron Rico; didn't he play the baby-faced bodyguard in Bogie's first big one? Ronrico. (In Esquire, Oct. 1968, p.79) Appl. author: J. Walter Thompson Co. © 28Oct68; KK208855.

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Ron Rico. Wasn't he The Cisco Kid's ever-faithful companion? Ronrico, a rum to remember. (In The New Yorker, Oct. 26, 1968, p.124) Appl. author: J. Walter Thompson Co. © 21Oct68; KK208773.

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Ron Rico, wasn't he the Harvard senior who cha-cha'd; Ronrico. (In Time, Mar. 15, 1968, p.34) Appl. author: J. Walter Thompson Co. © General Wine & Spirits (in notice: General Wine & Spirits Co.); 11Mar68; KK208911.

Ron Rico. Wasn't he the international jewel thief who ravaged the Riviera right after the war? Ronrico, a rum to remember. (In Life, June 14, 1968, p.93) Appl. author: J. Walter Thompson Co. © 10Jun68; KK208770.

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The hot one, incredible new shaving cream turns steaming hot right out of the can. (In Sports illustrated, June 10, 1968, p.E-3) Appl. author: Doyle Dane Bernbach, Inc. © 8Jun68; KK207586.

The irritated armpit; Scaredy kit from Gillette. (In Glamour, May 1967, p.114-115) Appl. author: Doyle Dane Bernbach, Inc. © 25Apr67; KK206931.

It's enough to make a father leave home; vacation & travel kit. (In Life, June 10, 1966, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 7Jun66; KK206934.

The scaredy kit, for women who've been afraid of a close shave. (In Glamour, April 1967, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar67; KK206932.

When wetness shows up, do you cover up; Right Guard. Wedding toast. (In Better homes and gardens, Nov. 1968, p.141) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct68; KK208696.

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B. F. Goodrich launches the Radial age. (In Ebony, Aug. 1968, p.99) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul68; KK207865.

Batteries, piston rings, spark plugs, tires. Tires? (In Motor service, Aug. 1968, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug68; KK207852.

This man will deliver a half million customers to BFG retailers before January 1. (In Modern tire dealer, Nov. 1968, p.41) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Nov68; KK208854.

We're selling the Radial 990 wide! (In Modern tire dealer, Aug. 1968, p.64) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Aug68; KK207807.

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Our gift to you; this lovely \$125 pair of Gorham sterling candelabra. Card. © Gorham a.a.d.o. Gorham, a division of Textron, Inc.; 2Sep68; KK209254.

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The Hanky Pank Players in Grimm's fairy tales. See RADIO CORP. OF AMERICA.

GRANITEVILLE CO. ©

Kids wear out before Wear Beaters do. [Boy carrying ice skates] Illus. signed: W. Steig. (In Daily news record, Nov. 4, 1968, p.13) © 4Nov68; KK208929.

Kids wear out before Wear Beaters do. [Boy holding football] Illus. signed: W. Steig. (In Daily news record, Oct. 31, 1968, supplement) © 31Oct68; KK208931.

Kids wear out before Wear Beaters do. [Boy with bandaged hand riding homemade scooter] Illus. signed: W. Steig. (In Daily news record, Oct. 28, 1968, p.11) © 21Oct68; KK208640.

Kids wear out before Wear Beaters do. [Boy with bandaged hand sitting on Jungle Jim] (In Daily news record, Oct. 21, 1968, p.13) © 21Oct68; KK208641.

Kids wear out before Wear Beaters do. [Boys playing with marbles] Illus. signed: W. Steig. (In Daily news record, Nov. 11, 1968, p.11) © 11Nov68; KK208930.

Kids wear out before Wear Beaters do. (In Teens' & boys' outfitter, Nov. 1968, p.28-29) © 8Nov68; KK209347.

GRAPHIC-STANDARD INSTRUMENTS CO.

These are your Graphic-Standard trimetric scales. Card. © Edward T. Downs d.b.a. Graphic-Standard Instruments Co.; 2Apr68; KK207569.

This is your Graphic-Standard trimetric Roc-N-Edge; no T-4 Card. © Edward T. Downs d.b.a. Graphic-Standard Instruments Co.; 2Apr68; KK207570.

Three dimensional drafting in easy to use sets. Sheet. © Edward T. Downs d.b.a. Graphic-Standard Instruments Co.; 2Apr68; KK207632.

Three-dimensional drawing instruments. Folder. © Edward T. Downs d.b.a. Graphic-Standard Instruments Co.; 2Apr68; KK207568.

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GRAPHIC-STANDARD INSTRUMENTS CO.-Con.

Trimetric drawing set; no.525.
Card. © Edward T. Downs d.b.a.
Graphic-Standard Instruments Co.;
2Apr68; KK207571.

GREAT ATLANTIC & PACIFIC TEA CO.,
INC. ©

Don't forget this anniversary.
(In The Reporter dispatch, White
Plains, N.Y., Oct. 16, 1968, p.52)
Appl. author: Gardner Advertising
Co., Inc. © 16Oct68; KK208617.

Fish, the brain food? (In The
Reporter dispatch, White Plains,
N.Y., Sept. 18, 1968, p.52)
Appl. author: Gardner Advertising
Co., Inc. © 18Sep68; KK208326.

Now A&P is really in the soup, soup
business that is. (In The Scran-
ton times, Feb. 28, 1968, p.30)
Appl. author: Gardner Advertising
Co., Inc. © 28Feb68; KK209125.

Our unconditional guarantee is good
for you and for us too! (In
The Reporter dispatch, White
Plains, N.Y., Oct. 23, 1968, p.44)
Appl. author: Gardner Advertising
Co., Inc. © 23Oct68; KK208682.

Which of our 4700 stores get the
best beef? (In The Dallas morning
news, Sept. 5, 1968, p.4E) Appl.
author: Gardner Advertising Co.,
Inc. © 5Sep68; KK208618.

GREEN GIANT CO. ©

Baby brussels sprouts; butter sauce;
net weight 10 oz. On folding
carton. © 19Jul68; KK209055.

Baby lima beans; butter sauce; net
weight 10 oz. On folding carton.
© 15Jul68; KK209045.

The best summer replacement we've
ever had. (In Progressive grocer,
May 1968, p.202) Appl. author:
Leo Burnett Co., Inc. © 25Apr68;
KK207450.

Buttered rice; net wt. 12 oz. On
folding carton. © 7Feb68; KK209070.

Buy this, save this; save 60¢ on his
cream style corn. (In Lima news,
June 12, 1968, p.B-8) Appl. au-
thor: Leo Burnett Co., Inc.
© 12Jun68; KK207454.

Carrot nuggets; butter sauce; net
weight 10 oz. On folding carton.
© 17Jul68; KK209050.

Cauliflower in cheese sauce; net
weight 10 oz. On folding carton.
© 1Jan68; KK209064.

The cream style corn with a patent
on smoothness. (In Sunset, Mar.
1968, p.180) Appl. author: Leo
Burnett Co. © 25Feb68; KK207457.

Creamed small onions; net weight
10 oz. On folding carton.
© 1Aug68; KK209065.

Creamed spinach; net weight 10 oz.
On folding carton. © 19Jul68;
KK209044.

Cut broccoli in cheese sauce; net
weight 10 oz. On folding carton.
© 1May68; KK209066.

Cut leaf spinach; butter sauce; net
weight 10 oz. On folding carton.
© 15Aug68; KK209054.

Cut spears asparagus; butter sauce;
net weight 9 oz. On folding carton.
© 19Jul68; KK209049.

Diced mushrooms in sauce with butter;
net wt. 5 3/4 oz. Sticker.
© 1May68; KK209094.

Early peas with tiny pearl onions;
net wt. 17 oz. Sticker.
© 1Jun68; KK209078.

Eureka, announcing the Niblets brand
corn theory of water displacement.
(In The New Yorker, Mar. 9, 1968,
p.77) Appl. author: Leo Burnett
Co., Inc. © 9Mar68; KK207449.

French style green beans; butter
sauce; net weight 9 oz. On
folding carton. © 1Aug68;
KK209069.

French style green beans; net
wt. 16 oz. Sticker. © 1Jun68;
KK209080.

French style green beans; net wt.
6 lb. 7 oz. Sticker. © 1Jun68;
KK209075.

Frozen rice; buttered rice. (In
Modesto bee, Mar. 6, 1968, p.A-17)
Appl. author: Leo Burnett Co., Inc.
© 6Mar68; KK207455.

Frozen rice? Rice medley. (In
Globe-democrat Sunday magazine,
Mar. 10, 1968, p.22) Appl. author:
Leo Burnett Co., Inc. © 10Mar68;
KK207440.

Get the gladiolus only a giant could
offer, giant. (In Sunset, May 1968,
p.189) Appl. author: Leo Burnett
Co., Inc. © 25Apr68; KK207443.

Get the gladiolus only a giant could
offer, giant. (In The Reader's
digest, May 1968, p.27) Appl.
author: Leo Burnett Co., Inc.
© 25Apr68; KK207442.

The Giant flies again. (In IGA
grocergram, Jan. 1968, p.26-27)
Appl. author: Leo Burnett Co.,
Inc. © 2Jan68; KK207436.

The Giant's made some jolly changes;
creamed spinach. (In The Minne-
apolis tribune, Apr. 28, 1968,
p.42) Appl. author: Leo Burnett
Co., Inc. © 28Apr68; KK207438.

The Giant's made some jolly changes;
creamed spinach. (In This week
magazine, Apr. 28, 1968, p.15)
© Appl. author: Leo Burnett Co.,
Inc. © 28Apr68; KK207453.

Go fly a Giant, kite that is. (In
Los Angeles times, Feb. 18, 1968,
p.5) Appl. author: Leo Burnett
Co., Inc. © 18Feb68; KK207437.

Good things come in small peas;
Le Sueur. (In Los Angeles times
home magazine, Mar. 10, 1968,
p.62) Appl. author: Leo Burnett
Co., Inc. © 10Mar68; KK207630.

Great sprouting giants, with a jolly
promotion. (In Quick frozen foods,
Apr. 1968, p.3 of cover) Appl.
author: Leo Burnett Co., Inc.
© 15Apr68; KK207452.

The Green Giant sweet potato band
is here. (In Utica observer-
dispatch, Apr. 3, 1968, p.24)
Appl. author: Leo Burnett Co.,
Inc. © 3Apr68; KK207435.

The Green Giant wants you to meet his
little ones; Niblets. (In The
Grand Rapids press, June 4, 1968,
p.6) Appl. author: Leo Burnett Co.,
Inc. © 4Jun68; KK207451.

His beans are getting butter all the
time; Green Giant. (In Sunset,
Feb. 1968, p.137) Appl. author:
Leo Burnett Co., Inc. © 25Jan68;
KK207441.

Introducing jolly beans; new brown
sugared pork & beans. (In Houston
chronicle, May 16, 1968, food
section, p.3) Appl. author: Leo
Burnett Co.; 16May68; KK207446.

Introducing jolly beans; new brown
sugared pork and beans. (In The
Reader's digest, June 1968,
p.38 A4) © 15May68; KK207447.

Kitchen Sliced diagonal 1/2" cut
wax beans; net wt. 103 oz.
Sticker. © 1Aug68; KK209076.

Kitchen Sliced golden wax beans,
half-inch cut; net wt. 16 oz.
Sticker. © 1Jun68; KK209084.

Kitchen Sliced green beans, diagonal
cut; butter sauce; net weight 9 oz.
On folding carton. © 9Aug68;
KK209046.

Kitchen Sliced green beans in mush-
room sauce; net weight 10 oz.
On folding carton. © 19Jul68;
KK209060.

Kounty Kist baby whole sweet potatoes;
net wt. 14 1/2 oz. Sticker.
© 1Apr68; KK209099.

Kounty Kist country style green
beans; net wt. 6 lb. 7 oz.
Sticker. © 1Jun68; KK209071.

Kounty Kist cream style golden
sweet corn; net wt. 17 oz.
Sticker. © 1Sep68; KK209097.

Kounty Kist diagonal 1/2" cut green
beans; net wt. 8 1/2 oz. Sticker.
© 1Jun68; KK209089.

Kounty Kist French style green
beans; net wt. 16 oz. Sticker.
© 1Aug68; KK209087.

Kounty Kist French style wax
beans; net wt. 16 oz. Sticker.
© 1May68; KK209085.

Kounty Kist golden whole kernel
sweet corn; net wt. 4 lb. 11 oz.
Sticker. © 1Aug68; KK209073.

Kounty Kist mixed sizes sweet peas;
net wt. 8 1/2 oz. Sticker.
© 27Jun68; KK209098.

Kounty Kist shoe peg whole kernel
white corn; net wt. 12 oz.
Sticker. © 1Aug68; KK209096.

Kounty Kist small whole sweet
potatoes; net wt. 23 oz. Sticker.
© 1May68; KK209090.

Kounty Kist tender young sweet peas;
net wt. 6 lb. 10 oz. Sticker.
© 1Jul68; KK209074.

Kounty Kist whole and pieces sweet
potatoes; net wt. 23 oz. Sticker.
© 1Dec68; KK209086.

Kounty Kist whole wax beans; net
wt. 16 oz. Sticker. © 1Jul68;
KK209088.

Le Sueur little baby early peas;
butter sauce; net weight 10 oz.
On folding carton. © 17Jul68;
KK209053.

Like corn-on-the-cob, kernel by
kernel; Niblets. (In Sunset,
Jan. 1968, p.78) Appl. author:
Leo Burnett Co., Inc. © 25Dec67;
KK207456.

Mexicorn, corn with sweet peppers;
butter sauce; net weight 10 oz.
On folding carton. © 17Jul68;
KK209051.

Mixed vegetables frozen in onion
sauce; net weight 10 oz. On
folding carton. © 1Nov67;
KK209068.

New, mushrooms in sauce with butter.
(In St. Paul pioneer press,
Mar. 8, 1968, p.5) Appl. author:
Leo Burnett Co., Inc. © 8Mar68;
KK207433.

Niblets corn; butter sauce; net
weight 10 oz. On folding carton.
© 17Jul68; KK209058.

Niblets corn cream style; net weight
10 oz. On folding carton.
© 17Jul68; KK209052.

Niblets corn frozen in butter sauce;
net weight 6 oz. On folding car-
ton. © 1Jul68; KK209057.

Niblets golden whole kernel sweet
corn, vacuum packed; net wt. 4 lb.
11 oz. Sticker. © 1Jul68;
KK209093.

Random sliced mushrooms in sauce
with butter; net wt. 5 3/4 oz.
Sticker. © 1Jul67; KK209092.

Rice medley, rice with peas and mush-
rooms; net wt. 12 oz. On folding
carton. © 5Feb68; KK209063.

Rice pilaf, rice with mushrooms and
onions; net wt. 12 oz. On folding
carton. © 5Feb68; KK209061.

Rice verdi, rice with peppers and
parsley; net wt. 12 oz. On folding
carton. © 5Feb68; KK209067.

Save a jolly 1.50 on good things
from the garden. (In Newsday,
Apr. 3, 1968, p.36B) Appl. author:
Leo Burnett Co., Inc. © 3Apr68;
KK207445.

Save 50% on your Easter ham; the Green Giant will pay for 1/2 the cost. (In Minneapolis Tribune, Apr. 8, 1968, p.28) Appl. author: Leo Burnett Co. © 8Apr68; KK207444.

Shoe peg white corn; butter sauce; net wt. 10 oz. On folding carton. © 15Oct68; KK209047.

Shoe peg white corn, vacuum packed; net wt. 7 oz. Sticker. © 1May68; KK209081.

Shoe peg whole kernel white corn, vacuum packed; net wt. 4 lb 11 oz. Sticker. © 1Aug68; KK209091.

Spanish rice; net wt. 12 oz. On folding carton. © 5Feb68; KK209062.

Spinach haters, this could be the breakthrough; whole leaf spinach seasoned with lemon. (In The Cleveland Press, Mar. 13, 1968, p.10) Appl. author: Leo Burnett Co., Inc. © 13Mar68; KK207434.

Stems and pieces mushrooms; net drained wt. 8 oz. Sticker. © 1Sep67; KK209100.

Sweet peas with tiny whole onions; butter sauce; net weight 10 oz. On folding carton. © 19Jul68; KK209056.

Tender green cut spears asparagus; net wt. 10 1/2 oz. Sticker. © 1May68; KK209102.

Trellis golden whole kernel sweet corn vacuum packed; net wt. 4 lb. 11 oz. Sticker. © 1Jul68; KK209083.

Trellis nearly mature early peas; net wt. 6 lb. 10 oz. Sticker. © 1Jun68; KK209072.

Very young tender sweet peas; net wt. 17 oz. Sticker. © 23Jun68; KK209077.

Who put the fresh taste of hot buttered sweet corn on ice? Green Giant. (In Sunset, Apr. 1968, p.189) Appl. author: Leo Burnett Co., Inc. © 25Mar68; KK207439.

Whole kernel golden corn, country style; net wt. 17 oz. Sticker. © 1Jul68; KK209082.

Whole leaf spinach, seasoned with lemon; net wt. 15 oz. Sticker. © 1Sep67; KK209101.

Whole mushrooms in sauce with butter; net weight 5 3/4 oz. Sticker. © 1Jun68; KK209095.

Win a stay-at-home tour of the Valley, eighteen vegetables in eighteen days. (In The New Yorker, Jan. 13, 1968, p.65) Appl. author: Leo Burnett Co., Inc. © 13Jan68; KK207448.

Young tender mixed vegetables; butter sauce; net weight 10 oz. On folding carton. Appl. ti.: Mixed vegetables frozen in butter sauce. © 17Jul68; KK209048.

Young tender sweet peas; butter sauce; net weight 10 oz. On folding carton. Appl. ti.: Sweet peas frozen in butter sauce. © 1Aug68; KK209059.

GRIFFIN, BENJAMIN JOHN.
Instant parliamentary law at your fingertips. Folder. © 17Jul68; KK209007.

GRIFFIN, GORDON S. ©
Talk of the town, try my Tia Juana hot dogs, a picnic on a stick. Sheet. © 9Dec68; KK209331.

GRUBER, CECILE. ©
Tasty Tone appetizer and food supplement for pets. Sticker. © 1Sep68; KK208944.

GUERIN, LOWELL J. See JACQUES STATIONERY CO.

GURVIN, ABE.
C.P.E. Bach double concerto in F for two harpsichords and orchestra. See RADIO CORP. OF AMERICA.

H

HAIRE PUB. CO., INC. ©
Gift & tableware Reporter, section 2, August 19, 1968; resources for retailers. 216 p. Appl. author: Jack McDermott. © 16Aug68; KK208943.

HALL, INC. ©
Accessories & attachments; air dermatome. Folder. © 31Jul68; KK208387.
Surgical systems, world's largest producer of power tools for surgeons. Folder. © 31Jul68; KK208388.

HANNAU-ROBINSON COLOR PRODUCTIONS, INC. ©
Your Florida Key to an island future, Sugar Loaf Shores, Sugar Loaf Key, Florida. Folder. © 7Jun68; KK207950.

HARMER, W. M. ©
Paint by A-B-C Christmas window designs. Sheet. © 11Apr68; KK207324.

HARMER, WILBUR M. ©
Feliz Navidad, paint by ABC Christmas window designs. Sheet. © 1Aug68; KK207363.

HARNDEN-THORNTON & CO. ©
Protect your cotton with Top-Crop rattler; strikes bugs dead. (In Delta farm press, July 11, 1968, p.24) Appl. author: Robert C. Harnden. © 11Jul68; KK207096.
Toxon 82, death for boll weevils & bollworms. (In Delta farm press, Aug. 8, 1968, p.18) Appl. author: Robert C. Harnden. © 8Aug68; KK207487.

HARRIS, DELBERT E. ©
Del-Mar Music International.
Globe & arch. [On sheet music folder] © 8Jun68; KK207614.

HARRIS PAINT CO. ©
Super-lux odorless alkyd semi-gloss; net contents one gallon.
Sticker. Appl. ti.: Paint. © 7Nov68; KK208868.

HARSCO CORP. PATENT SCAFFOLDING CO.
DIVISION. See PATENT SCAFFOLDING CO.

HARTSELL LABORATORIES, INC. ©
Miracle; all purpose cleaner.
Sticker. Appl. author: Harold E. Hartsell. © 10Jan67; KK207800.

HARTZ MOUNTAIN PRODUCTS CORP. ©
Aureomycin, chlortetracycline; net wt. 0.1 oz. Card. © 3Sep68; KK209292.

Bird gravel 'n grit; for canaries & finches; net wt. 30 oz. On folding carton. © 24May68; KK208851.

Cat play toy; with cat attracting scent. Card. © 3Jun68; KK208849.

Cat yummys, a food treat all cats love; net wt. 10 oz. On folding carton. © 24May68; KK208947.

Cat Yummys, cat treat; net wt. 3/4 oz. On folding carton. © 29Jul68; KK209371.

Dog Yummys, a food treat all dogs love; net wt. 8 oz. On folding carton. © 24May68; KK209372.

Dog Yummys, larger chunks for larger dogs; net wt. 16 oz. On folding carton. © 15Jul68; KK208479.

Dog yummys; liver flavored; net wt. 6 oz. On folding carton. © 3Jun68; KK208850.

Fish flavor cat treats; net wt. 5 oz. On folding carton. © 24May68; KK208948.

For my favorite dog at Christmas; no.007. Card. © 2Sep68; KK208980.

Fried hide dog treat; net wt. 1 1/2 oz. On folding carton. © 24May68; KK208981.

Liver flavor dog treats; net wt. 6 oz.; no.426. On folding carton. © 24May68; KK209104.

Mineral Keet Kake for parakeets; net wt. 1 oz.; no.115P. Card. © 1Jul68; KK209103.

Natural goldfish food; net wt. 2 oz. On folding carton. © 29Jul68; KK208649.

Parakeet seed; net wt. 16 oz; no.206A. On folding carton. © 24May68; KK209105.

HARVEY FAMOUS CARTOONS. ©
Casper's paint by number; no.6051. Saalfeld Pub. Co. On wrapper. © 12Dec67; KK207577.
The friendly ghost Casper's paint by number: 6088;129. Authorized ed. Saalfeld Pub. Co. On wrapper. © 27Jun68 (in notices: 1960, 1968); KK208445.

HAUSMANN INDUSTRIES, INC. ©
Modular wardrobes to fit your requirements in both dimensions and use. Folder. © 11Sep68; KK208327.

HELENIAC, CONRAD. ©
Speed-E type scaler. Sheet. © 1Aug68; KK207870.

HERCULES, INC. ©
Hercosplit 1 and Hercosplit WR. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 9Jul68; KK207495.

HERRON-KIENZLE, INC. ©
Crossword. 2 cards. © 15Sep68 (in notices: game card: 1968, game piece: 1967); KK207893.

Lucky treasure chest Crossword; El Rancho super markets. Sheet. © 19Nov68; KK208921.

Play Crossword. Card. © 19Apr67; KK208224.

Royal Flush, collect any royal flush to win. Sheet & card. © 28Oct68; KK208915.

Spell any game word to win at Jewel food stores; Crossword. Folder. © 13Sep68; KK208922.

Spell any word to win, play Cross Word. Sheet & card. © 15May67; KK208920.

HILL, HOMER.
The little engine that could, as told by Paul Wing, also four wonderful Winnie the Pooh stories, as told by James Stewart. See RADIO CORP. OF AMERICA.

HILLCREST ENTERPRISES. ©
Hypnotic fortune telling. [Envelope] Appl. author: David Robbins. © 24Jun68; KK208941.

HILLS BROS. COFFEE, INC. ©
Coffee is all we make; and we make it more than 10% richer than other leading coffees. (In Vend, May 1, 1968, p.34) Appl. author: Foote, Cone & Belding. © 1May68; KK207094.

HILL BROS. COFFEE, INC.—Con.

Have you tried the instant coffee that won the taste test? Get instant Hills Bros. (In The spectator, Jackson, Mich., June 21, 1968, p.5) Appl. author: Foote, Cone & Belding. © 21Jun68; KK207093.

Head for the richer Hills. (In Rhode Island grocer's assoc. buyer's guide & directory, 1968 annual ed., p.17) Appl. author: Foote, Cone & Belding. © 1May68; KK207874.

Our coffee is more than 10% richer than other leading coffees. (In Syracuse herald-journal, May 15, 1968, p.14) Appl. author: Foote, Cone & Belding. © 15May68; KK207876.

We put it on the line and sign it. (In Arizona grocer, Apr. 10, 1968, p.5) Appl. author: Foote, Cone & Belding. © 10Apr68; KK207875.

HINDS, NORVAL. See B-Q SALES CO.

HIRSH (S. A.) MANUFACTURING CO. © Bright-Line, the bright buy in storage shelving; model BE445. Sheet. Appl. author: David Shulman. © 15Feb68; KK207237.

Buy and save now; Trend bookshelf room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207764.

Buy and save now; Trend bookshelf room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207774.

Decorator shelving special; Trend bookshelf room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207762.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: Alternate use of model M666. © 15Jan68; KK207745.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: Bedroom in use. © 15Jan68; KK207770.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: In-use drawings. © 15Jan68; KK207771.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: In-use drawings. © 15Jan68; KK208019.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: Model ME666, alternate use. © 15Jan68; KK207759.

Deluxe Hirshline. Sheet. Appl. author: David Shulman. Appl. ti.: Recreation room in use. © 15Jan68; KK207743.

Deluxe Hirshline advertising copy guide. Sheet. Appl. author: David Shulman. © 15Jan68; KK207740.

Deluxe Hirshline; enjoy more space-for-living in your home. Sheet. Appl. author: David Shulman. © 15Jan68; KK207761.

Deluxe Hirshline; model M 424. Sheet. Appl. author: David Shulman. © 15Jan68; KK207744.

Deluxe Hirshline; model M 445. Sheet. Appl. author: David Shulman. © 15Jan68; KK207772.

Deluxe Hirshline; model M 545. Sheet. Appl. author: David Shulman. © 15Jan68; KK207766.

Deluxe Hirshline; model M 565. Sheet. Appl. author: David Shulman. © 15Jan68; KK207746.

Deluxe Hirshline; model M 666. Sheet. Appl. author: David Shulman. © 15Jan68; KK207749.

Deluxe Hirshline; model M686. Sheet. Appl. author: David Shulman. © 15Jan68; KK207750.

Deluxe Hirshline; model ME 445. Sheet. Appl. author: David Shulman. © 15Jan68; KK207738.

Deluxe Hirshline; model ME 545. Sheet. Appl. author: David Shulman. © 15Jan68; KK207768.

Deluxe Hirshline; model ME 565. Sheet. Appl. author: David Shulman. © 15Jan68; KK207767.

Deluxe Hirshline; model ME 666. Sheet. Appl. author: David Shulman. © 15Jan68; KK207748.

Double your storage space with double shelving units by Hirsh; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207231.

Enjoy more space for living with attractive storage units; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207232.

An exciting new approach to space control; deluxe Hirshline storage shelving. Folder. Appl. author: David Shulman. Appl. ti.: A Hirsh-line catalog. © 15Jan68; KK207739.

Flatter any room in your home with attractive storage shelving by Hirsh; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207238.

Functional storage with a Fashion Flair; Stor-A-Way Royal, model K63. Sheet. Appl. author: David Shulman. © 15Feb68; KK207235.

Functional storage with a Fashion Flair Stor-A-Way storage centers by Hirsh. Sheet. Appl. author: David Shulman. © 15Feb68; KK207234.

[Girl holding carton] Sheet. Appl. author: David Shulman. © 15Feb68; KK207245.

Handsome space savers by Hirsh; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207241.

Handsome space savers to solve any storage problem; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207230.

Hirshway wall furniture. Sheet. Appl. author: David Shulman. Appl. ti.: Line drawings of wall shelving. © 15Jul68; KK207735.

Home organizers sale; Shelf-It-All Bright-Line. Sheet. Appl. author: David Shulman. © 15Jan68; KK207240.

Know the score and you're sure to sell more steel shelving. Folder. Appl. author: David Shulman. © 15Feb68; KK207236.

Model W443, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207260.

Model W463, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207262.

Model W524, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207259.

Model W645, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207258.

Model W665, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207255.

Model W3425, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207254.

Model WE645, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207261.

Model WE665, Trend bookshelf/room divider. Sheet. Appl. author: David Shulman. © 15Jan68; KK207256.

New shelving by Hirsh. Sheet. Appl. author: David Shulman. © 24Jun68; KK207736.

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Appl. author: Elaine Latham.

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Scarlette, the jewelry clip. Folder. Appl. authors: Elaine Latham & Page Whittenberg. © 26Aug68; KK208940.

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Happy holiday hints. 31 p. Appl.

author: Howard L. Baxter. Appl.

ti.: Lin-Brook Hardware catalog.

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LISTON, ROBERT.

The pros. See PLATT & MUNK CO., INC.

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Adhesives for more reliable assemblies. Sheet. (Application case history, no.837) © 29Jan68; KK206959.

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Applicators; roll coater. Sheet. © 24May68; KK206962.

Bearing mount saves \$33,000. (In Loctite newsletter, v.3, no.2) © 28Mar68; KK206963.

Competition tips, reliability for formula racing; service bulletin 69-1. Sheet. © 14Nov68; KK209183.

Industrial minute-bond kit speeds assembly. Sheet. © 15Jul68; KK209109.

Klean 'N Prime, speeds the cure of Loctite products; part no.25-47. Card. © 13Sep68; KK209181.

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Mycinat; 4 capsules, net wt.
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Mycinat, neomycin undecylenate;
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Changing, changing, changing; True.
(In Time, Oct. 1968, p.4 of cover)
Appl. author: Foote, Cone & Belding.
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Hand a friend a True and watch him
light up. (In Parade (The Knox-
ville news-sentinel), June 9,
1968, p.3) Appl. author: Foote,
Cone & Belding. © 9Jun68;
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Hand a friend a True, and watch him
light up. (In Sports Illustrated,
Sept. 23, 1968, p.4 of cover)
Appl. author: Foote, Cone & Belding.
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Never loses its cool; True. (In
Tuesday magazine, May 1968, p.23)
Appl. author: Foote, Cone & Belding.
© 12May68; KK207140.

Never loses its cool; True. (In
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Appl. author: Foote, Cone & Belding.
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cigarettes. (In Tuesday (The Mil-
waukee journal) July 1968, p.13)
Appl. author: Foote, Cone & Beld-
ing. © 14Jul68; KK207977.

1964, the reduced tar and nicotine
smoker, 1967, you're not alone
anymore; True. (In Time, Nov. 10,
1967, p.4 of cover) Appl. author:
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Some cigarettes have good taste,
some have reduced tar and nicotine,
only True has both. (In Sports
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LOWE (JACK) AGENCY.
State land buyers guide. (In
The Clarion-ledger Jackson daily
news, Jackson, Miss., July 21,
1968, p.7) © Jack Lowe, sole
owner of Jack Lowe Agency; 21Jul68;
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At Food Basket, top quality and
discount prices go hand in hand.
(In The San Diego union, Apr. 25,
1968, p.B-4--B-5) © 25Apr68;
KK207028.

Compare the facts; Lucky discount
supermarkets. (In Oakland trib-
une, Oakland, Calif., May 1, 1968,
p.17-A) © 1May68; KK208355.

The difference is definite, greater
total savings; Food Basket discount
supermarkets. (In Daily times-
advocate, Escondido, Calif.,
July 10, 1968, p.C-2) © 10Jul68;
KK208354.

5 out of 4 people save more with
Food Basket's low discount
pricing. (In The San Diego union;
May 2, 1968, p.F-4--F-5)
© 2May68; KK207027.

Food Basket's low everyday discount
prices unlock the door to greater
everyday savings. (In The San
Diego union, San Diego, Calif.,
Aug. 15, 1968, p.F-18--F-19)
© 15Aug68; KK208349.

Fresh, as if you grew them yourself;
Food Basket discount supermarkets.
(In Daily times-advocate, Escon-
dido, Calif., July 24, 1968,
p.A-10) © 24Jul68; KK208353.

Look for the Food Basket bond, it's
your guarantee of top quality fla-
vor and tenderness, good eating, at
low discount prices. (In The San
Diego union, San Diego, Calif.,
Aug. 22, 1968, p.F-6--F-7)
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The money you save adds up through-
out the store; Food Basket dis-
count supermarkets. (In Daily
times-advocate, Escondido, Calif.,
Aug. 7, 1968, p.A-7) © 7Aug68;
KK208350.

Number 1 true discounting; Food Bas-
ket discount supermarkets.
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dido, Calif., July 17, 1968, p.A-11)
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Savings buy the cart full with Food
Basket's low everyday discount
prices. (In Daily times-advocate,
Escondido, Calif., June 5, 1968,
p.C-2) © 5Jun68; KK207031.

The season's finest at Food Basket's
low everyday discount prices.
(In Daily times-advocate, Escondido,
Calif., May 22, 1968, p.B-6)
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You can't miss at Food Basket, every
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ozs. On folding carton. © 17Jul68;
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Mr. Sagacity. See COOPER,
ENZA M.

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TV, the 1969 XL; X-tended life
color TV. Sheet. Appl. author:
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KK208636.

MCILHENNY CO. ©
Advantages of liquid pepper; Tabasco.
(In Food product development,
June-July 1968, p.92) Appl. au-
thor: Fitzgerald Advertising, Inc.
© 25Jun68; KK207432.

Space saving time saving cooking;
free booklet from Tabasco. (In
Family circle, June 1968, p.7)
Appl. author: Fitzgerald Advertis-
ing, Inc. © 21May68; KK207097.

Ten famous recipes from the 100 year
history of Tabasco. 1 v. Appl.
author: Fitzgerald Advertising,
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MADDEN BRASS PRODUCTS CO. ©
Industrial catalog; no.160. 40 p.
NM: addition & revision.
© 1Jan60; KK207548.

Industrial catalog no.D-166.
Dealer price list, effective
Feb. 1, 1967. 22 p. NM: addition
& revision. © 1Jan66; KK207549.

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Bonding-blend fix-kit; do-it-yourself.
Sheet. © 24Jun68; KK207534.

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- MAIL ORDER METHODS. 115 exciting new gift ideas. Folder. Appl. author: Andrew D. Steiner. © Mail Order Methods, div. of Chemo Products, Inc.; 1Jul68; KK207826.
- MALE, MORTON S. See AMERICAN MODEL FESTIVAL.
- MARANTZ CO., INC. © A Marantz stereo component isn't built for the mass market. (In Audio, June 1968, p.23) © 19May68; KK207001.
- MARCHANT (GEORGE F.) CO. © Punch and die pre-pak sets. Sheet. Appl. author: Robert C. Stewart. © 10Oct68; KK208939.
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- MARINE DIVISION, RUBBERMAID, INC. See RUBBERMAID, INC. MARINE DIVISION.
- MARION-KAY CO., INC. There is a difference; post card, no.5918. [Table with steak, salad, salt & pepper on it] Appl. author: Marion K. Summers. © Marion-Kay Co., Inc. (in notice: Marion-Kay); 24Jun68; KK207960.
- MARKETING SERVICES, INC. © Fabulous new Ultra-Lite (Counter display merchandiser) On box. © 15Jul68; KK208088.
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- MASCULINER (BEST VALUES CO.) © Enjoy an exciting, romantic impressive look anytime; moustache. (In Sunday news, Oct. 20, 1968, p.864) Appl. author: Joseph J. Pinkus. © 20Oct68; KK208633.
- MASSON (PAUL) VINEYARDS. © Among Europeans, Paul Masson is America's best-selling premium wine. (In Flightline, Sept.-Oct. 1968, p.11) © 1Sep68; KK208499.
In embassies around the world, Paul Masson is served more often than any other American champagne. (In The New Yorker, Oct. 26, 1968, p.99) © 26Oct68; KK208629.
Paul Masson is America's best selling premium wine in Europe; and you can't fool Europeans about wine. (In Time, Sept. 27, 1968, p.43) © 27Sep68; KK208287.
Paul Masson is America's best selling premium wine in Europe; Rubion. (In Club executive, Oct. 1968, p.21) © 10Oct68; KK208630.
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We've fixed you a better instant breakfast with more profit in it; Get Up & Go. (In The Griffin report, Sept. 1968, p.31) Appl. author: Needham, Harper & Steers, Inc. © 2Sep68; KK207948.
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- MERCK & CO., INC. © Amprotection. Sticker. © 28Jun68; KK207588.
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- MERRY MANUFACTURING CO. © Little Miss Model; no.5333. Card. © 6Jun68; KK207118.
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Pretty lips 'n fingertips; no.4331. Card. NM: revision. © 6Jun68; KK207115.
- METAL FLO CORP. © The Metal Flo process, a new concept in metal forming. 7 p. Appl. author: Robert W. High. © 20Sep68; KK208749.
- METZGER, DAVID THEODORE. Bullet-pen poster print. © Dave Metzger; 24Jul68; KK207843.
- MICHELIN TIRE CORP. © Attention fleet operators, get 40,000 mile tread wear guarantee; Michelin X Radial. (In Sales management, May 15, 1968, p.32) © 15May68; KK209233.
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- MIDLAND-ROSS CORP. STEEL CITY DIVISION. New Steel City floor plates for duplex outlet service. Sheet. © Steel City Division, Midland-Ross Corp.; 26Jul68; KK207323.
New Steel City water-tight rigid conduit hubs; bulletin 6892. Sheet. © 30Oct68; KK208842.
New two piece service fittings; SFH-70-CH. Sheet. © 8Aug68; KK207547.
Watch my new line of streamlined floor service fittings. Folder. © 8Aug68; KK207546.
- MILES SHOES. Girlfooting, New York style. (In Daily news, May 31, 1968, p.10) © Miles Shoes a.a.d.o. Miles Shoes, division of Melville Shoe Corp.; 31May68; KK207593.
Introducing girlfooting U.S.A. (In Daily news, Aug. 29, 1968, p.9) © Miles Shoes a.a.d.o. Miles Shoes, division of Melville Shoe Corp.; 29Aug68; KK207799.
- MILLER, DICK. Original Teakies. See CHEINCO, INC.
- MILLER BREWING CO. © Miller makes it right, the champagne of bottle beer; Miller High Life. [Two couples around piano] (In Argosy, Nov. 1968, p.2 of cover) Appl. author: C. A. Mathisson. © 25Oct68; KK208644.
We brew every bottle of Miller High Life as if it were the only one. (In True, Jan. 1969, p.28) Appl. author: C. A. Mathisson. © 26Dec68; KK209359.
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Sholdeze shoulder strap cushion; Primstyle. Card. Appl. author: Harry Mills. © 10Oct68; KK208900.

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Discover the soft touch of new Scotch hair set tape. (In HairDo & beauty, Sept. 1968, p.A) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 7Aug68; KK209248.

New world dictionary only \$1.00 with plaid tab from Scotch magic transparent tape. (In Life, Aug. 16, 1968, p.67) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 12Aug68; KK209245.

Scotch magic transparent tape is well defined in Webster's dictionary. (In Grade teacher, Oct. 1968, p.111) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 3Sep68; KK209249.

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Pool owners' shopping guide, save this important guide. Folder. Appl. author: Harold E. Hays. © 25Jul68; KK207306.

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Chipsters, the hip chip. (In Life, June 7, 1968, p.23) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 3Jun68; KK208492.

Eat crisp; get the crackers with crunch; Premium. (In Look, Oct. 1, 1968, p.49) Appl. author: McCann Erickson. © National Biscuit Co. (in notice: Nabisco); 17Sep68; KK208467.

Fight hunger five ways; Mister Salty veri-thin pretzels. (In Look, Aug. 6, 1968, p.52-53) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 23Jul68; KK207993.

It's uncanny; how Nabisco did it; Snack Mate. (In Look, Sept. 17, 1968, p.T-18) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 3Sep68; KK208465.

Make a little room for Nabisco. (In Life, Sept. 6, 1968, p.6-7) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 2Sep68; KK208466.

Make a Nabisco party boat, it'll make your party sail. (In Better homes & gardens, June 1968, p.6-7) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 15May68; KK208495.

Make a Nabisco party tree; everybody will fall for it. (In Better homes & gardens, Sept. 1968, p.110-111) Appl. author: McCann Erickson. © National Biscuit Co. (in notice: Nabisco); 15Aug68; KK208464.

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Nilla vanilla wafers have the sweetest vanilla flavor since vanilla ice cream sodas. (In Ebony, Sept. 1968, p.149) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 22Aug68; KK208468.

The real thing in a can; Snack Mate. (In Look, June 11, 1968, p.T9) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 28May68; KK208494.

Snacks appeal; Flings. (In Look, June 25, 1968, p.2 of cover) Appl. author: McCann Erickson. © National Biscuit Co. (in notice: Nabisco); 18Jun68; KK207994.

What's the secret of good things Nabisco makes? Coconut chocolate chip cookies. (In Life, July 5, 1968, p.30-31) Appl. author: McCann Erickson, Inc. © National Biscuit Co. (in notice: Nabisco); 1Jul68; KK207992.

NATURAL RUBBER THREAD COMMITTEE, INC. ©

What does natural rubber thread have that only natural rubber thread has? [Female with arms at sides] (In Corset & underwear review, July 1968, p.40) © 1Jul68; KK208010.

What does natural rubber thread have that only natural rubber thread has? [Female with arms behind head] (In Corset & underwear review, May 1968, p.121) © 1May68; KK208011.

What does natural rubber thread have that only natural rubber thread has? [Female with hands at waist] (In Corset & underwear review, Apr. 1968, p.54) © 1Apr68; KK208012.

NESTER/FAUST MANUFACTURING CORP. INSTRUMENT PRODUCTS DIVISION.

Liquid chromatograph, model 1100.

1 v. © Nester/Faust Instrument Products Division, Nester/Faust Corp. a.a.d.o. Nester/Faust Mfg. Corp.; 20May68; KK207395.

Uniscan 900 chromatogram scanner system. Folder. © Nester/Faust Instrument Products Division, Nester/Faust Corp. a.a.d.o. Nester/Faust Mfg. Corp.; 19Feb68; KK207405.

NEVCO WOOD PRODUCTS CO., INC.

Adjustable shoe trees; your shoes will last longer; 810/PLIO. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208209.

Book & record rack, chrome plated; 1225. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208213.

Bulletin board; 1489. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208201.

Custard mold set, for custard, pudding, aspic, etc.; 1200/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208204.

Cutting board and serving plate. Cheese design. 115/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208208.

Cutting board and serving plate. Sandwich design. 115/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208210.

Danish style salad set; stainless steel; 1224/BL. Card. Appl. ti.: Danish salad set. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208202.

Decorated coasters, set of 6; 1603/6/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208205.

Fork & spoon rest; 1296/C. Card. Appl. ti.: Fork & spoon set. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208212.

Magnetic spring clips; set of 4; 1516/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208203.

Napkin holder; 1439/SQ/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208214.

Overdoor hanger; no need for screws or holes; 497/C. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208206.

Party fork set, 12 pieces; 60/12/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208211.

Portable book rack, for everyone in the family; 700/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Aug68; KK208207.

NEW YORK LIFE INSURANCE CO. ©

Should you be a nurse? (In Senior scholastic, Sept. 27, 1968, p.2-3) © 27Sep68; KK208529.

NIERBERG, LENORE.

Fashion Whirl; 5 to 10 years;
6057:129. Authorized ed. Saal-
field Pub. Co. On wrapper. © Len-
ore Nierberg & Betty Wasserman;
29May68; KK208444.

NOCONA BELT CO. ©

Nocona Belt Co. Folder. © 17May68;
KK207040.

NORLEN, INC. ©

BankAmericard, the credit card for
people who never use credit cards.
Sheet. Appl. author: Gilbert W.
Werner. © 1Feb68; KK207004.

It's a happy all year card, too;
BankAmericard. Sheet. Appl.
author: Gilbert W. Werner.
© 2Feb68; KK207003.

Solves school problems; BankAmeri-
card. (In Memphis press scimitar,
Aug. 6, 1968, p.3) Appl. author:
Gilbert W. Werner. © 6Aug68;
KK207431.

NORTH AMERICAN PHILIPS CO., INC. ©

A blade is straight; your face isn't;
Norelco. (In Sport, Sept. 1968,
p.1) © 20Aug68; KK208541.

College bread; Norelco. (In
Eye, Oct. 1968, p.7) © 19Sep68;
KK208473.

It's your face; Norelco. (In
Mechanix illustrated, Sept. 1968,
p.1) © 20Aug68; KK208472.

You can't get any closer; Norelco.
(In Daily universe, Oct. 9, 1968,
p.3) © 9Oct68; KK208646.

NORTH DENVER BANK. ©

Magicredit. Sheet. © 1Mar68;
KK208227.

NORTHWEST PAPER CO. ©

[Closeup of mountie & horse looking
over corral fence; this memo
pad features Carlton bond] Illus.
signed: A. Friberg. © 24Sep68;
KK208192.

[Mountie and horse looking into sun-
set from high point; this memo pad
features Carlton bond] Illus.
signed: A. Friberg. © 23Jul68;
KK207299.

[Mountie holding two husky pups,
sled & snow background; this memo
pad features Carlton bond] Illus.
signed: A. Friberg. © 20Nov68;
KK208984.

Northwest pedigreed papers. [Mountie
in church; 1969 calendar] Illus.
signed: A. Friberg. © 4Nov68;
KK208775.

NORWICH ANIMAL INDUSTRY, INC. ©

Coccidiosis of chickens. 41 p.
© 9Jul68; KK208291.

O

OCCIDENTAL CHEMICAL CO. ©

Envy comes in an 80 pound sack;
Best turf special. (In Western
landscaping news, Oct. 1968,
p.4 of cover) © 10Oct68; KK208602.

Flower power; Best bone meal. (In
Pacific Coast nurseryman and
garden supply dealer, Oct. 1968,
p.13) © 10Oct68; KK208603.

Stumped? Orchards and vineyards have
23% fewer cavities with Best brand.
(In Agrichemical west, Nov. 1968,
p.4 of cover) © 1Nov68; KK208907.

We're here to stay; you get results
with Best. (In Pacific Coast
nurseryman and garden supply dealer,
Sept. 1968, p.2 of cover)
© 1Sep68; KK208632.

Wouldn't you love to get your hands
on distribution like this; join
hands with Best. (In Agrichemical
West, Oct. 1968, p.4 of cover)
© 10Oct68; KK208645.

OFFENHAUSER SALES CORP. ©

360° manifolds; revolutionary 360°
design proven best in all types of
competition. (In Hot rod, Sept.
1968, p.12) Appl. author: Robert
D. Fall. © 29Aug68; KK207928.

OHRBACH'S, INC. ©

Avoid Santa Claustrophobia, shop at
Ohrbach's now. (In New York post,
Nov. 22, 1968, p.16) Appl. author:
Doyle Dane Bernbach, Inc.
© 22Nov68; KK209299.

Be ready for anything in an Ohrbach's
coat. (In The New York times,
Nov. 3, 1968, p.L-53) Appl. author:
Doyle Dane Bernbach, Inc. © 3Nov68;
KK208794.

Christmas bonus from Ohrbach's;
Ohrbach's hostess shop. (In New
York times, Dec. 1, 1968, p.L53)
Appl. author: Doyle Dane Bernbach,
Inc. © 1Dec68; KK209300.

Don't do it, don't miss it! (In
Newsday, June 29, 1968, p.5W)
Appl. author: Doyle Dane Bernbach,
Inc. © 29Jun68; KK207374.

Happy birthday, Ohrbach's, what did
you get me? (In Newark news,
Oct. 13, 1968, p.12-13) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 13Oct68; KK208539.

How to get through that first de-
lightful week; the college shops
at Ohrbach's. (In Daily news,
New York, Aug. 21, 1968, p.13)
Appl. author: Doyle Dane Bernbach,
Inc. © Ohrbach's; 21Aug68;
KK207783.

Paris & Rome '68, Ohrbach's says,
this year, what we copied is as
important as how we copied it.
(In Sunday news, New York,
Sept. 15, 1968, p.19) Appl. author:
Doyle Dane Bernbach, Inc.
© 15Sep68; KK208976.

Say goodbye to him at Ohrbach's; the
new international collection, the
men's in shop at Ohrbach's. (In
The New York times, Sept. 5, 1968,
p.L-25) Appl. author: Doyle Dane
Bernbach, Inc. © 5Sep68; KK207986.

So that's how it started; the fur
trimmed look at Ohrbach's. (In The
New York times, Oct. 13, 1968,
p.L-53) Appl. author: Doyle Dane
Bernbach, Inc. © 13Oct68; KK208536.

So that's how it started; the leather
story at Ohrbach's. (In Sunday
news, New York, Aug. 11, 1968,
p.17) Appl. author: Doyle Dane
Bernbach, Inc. © 11Aug68;
KK207782.

So that's how it started; the shoe
shops at Ohrbach's. (In Sunday
news, New York, Aug. 25, 1968,
p.23) Appl. author: Doyle Dane
Bernbach, Inc. © 25Aug68;
KK207798.

So that's how it started; the story
behind the belted look at Ohrbach's.
(In The New York times, Oct. 6,
1968, p.L53) Appl. author: Doyle
Dane Bernbach, Inc. © 6Oct68;
KK208540.

So that's how it started, the story
behind the chains and stuff at
Ohrbach's. (In The New York times,
Nov. 17, 1968, p.L-53) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 17Nov68; KK208973.

So that's how it started; the story
behind the Edwardian look at
Ohrbach's. (In The New York times,
Oct. 27, 1968, p.L-51) Appl.
author: Doyle Dane Bernbach, Inc.
© 27Oct68; KK208793.

So that's how it started, the story
behind the flamboyant pants at
Ohrbach's. (In Sunday news, New
York, Sept. 1, 1968, p.17) Appl.
author: Doyle Dane Bernbach, Inc.
© 1Sep68; KK207987.

So that's how it started; the story
behind the men's furs. (In The New
York times, Sept. 29, 1968, p.L-51)
Appl. author: Doyle Dane Bernbach,
Inc. © 29Sep68; KK208364.

So that's how it started; the story
behind the royal velvets. (In
The New York times, Sept. 22, 1968,
p.L-51) Appl. author: Doyle Dane
Bernbach, Inc. © 22Sep68;
KK208363.

Up and at 'em tomorrow, chum.
Veteran's Day is family day at
Ohrbach's. (In The New York times,
Nov. 10, 1968, p.L-53) Appl.
author: Doyle Dane Bernbach, Inc.
© 10Nov68; KK208989.

When you gotta go, kid, you gotta go;
the school shops at Ohrbach's.
(In Sunday news, New York,
Aug. 18, 1968, p.21) Appl. author:
Doyle Dane Bernbach, Inc.
© 18Aug68; KK207781.

When you have a birthday, Ohrbach's,
you have a birthday. (In Newark
news, Oct. 15, 1968, p.18) Appl.
author: Doyle Dane Bernbach, Inc.
© 15Oct68; KK208538.

OLD TAYLOR DISTILLERY CO. ©

Just 28 years after the end of
slavery, a black surgeon performed
the first successful heart opera-
tion. (In New York Amsterdam
News, Sept. 14, 1968, p.44) Appl.
author: Batten, Barton, Durstine &
Osborn, Inc. © 14Sep68; KK208168.

ONEIDA, LTD. ©

Introducing new Tangier; intriguing,
enchancing, ever ageless. (In
Bride's magazine, Oct.-Nov. 1968,
p.65) Appl. author: Conklin, Labs
& Bebee, Inc. © 3Sep68; KK207889.

Introducing new Tangier; intriguing,
enchancing, ever ageless. (In
Glamour, Oct. 1968, p.23) Appl.
author: Conklin, Labs & Bebee, Inc.
© 18Sep68; KK208100.

We did it; Oneida introduces the
Matchmakers; sterling with stain-
less to match. (In Decorating for
brides, fall-winter, 1968, p.10-11)
Appl. author: Conklin, Labs & Bebee,
Inc. © 15Oct68; KK208848.

We did it, Oneida introduces the
matchmakers, sterling with stain-
less to match. (In McCall's,
Oct. 1968, p.R-9) Appl. author:
Conklin, Labs & Bebee, Inc. Appl.
tl.: Oneida introduces the match-
makers. © 24Sep68; KK208359.

We did it, Oneida introduces the
matchmakers, sterling with stain-
less to match; Will O'Wisp, new Dover.
(In The New York times magazine,
Oct. 6, 1968, p.141) Appl. author:
Conklin, Labs & Bebee, Inc.
© 6Oct68; KK208530.

You who are building castles-in-the-
air. (In Bride's magazine,
Oct.-Nov. 1968, p.48-64) Appl.
author: Conklin, Labs & Bebee, Inc.
© 3Sep68; KK207888.

OREGON FREEZE DRY FOODS, INC. ©

Tea Kettle beef almonidine, with vege-
tables & macaroni; net wt.1.2 oz.
On folding carton. Appl. author:
McCann-Erickson Co. © 13Nov68;
KK208998.

OREGON FREEZE DRY FOODS, INC.-Con.

Tea Kettle chunk chicken, with rice & carrots; net wt.1.3 oz. On folding carton. Appl. author: McCann-Erickson Co. © 13Nov68; KK208997.

Tea Kettle freeze dried coffee; net wt.4 oz. On can. Appl. author: McCann-Erickson Co. © 13Nov68; KK208999.

Tea Kettle ham & green beans au gratin with rice; net wt.1.4 oz. On folding carton. Appl. author: McCann-Erickson Co. © 13Nov68; KK209000.

OSTER (JOHN) MANUFACTURING CO. ©

Ask the baby who owns one about Osterizer spin cookery. (In Parents' magazine and better home-making, Sept. 1968, p.89) © 1Sep68; KK207921.

Blue ribbon clipmanship Oster animal clippers. (In Dog world, May 1968, p.18) © 1May68; KK207194.

New unique 10-speed cyclomatic Osterizer; liquefier-blender. (In What's new in home economics, Apr. 1968, p.13) © 1Apr68; KK206955.

Now hear this, start making waves with the new Oster Blo-Wave hair dryer. (In The Master barbers' and beauty culturists' bulletin, June 1968, p.11) © 1Jun68; KK206956.

Now, work your barbering wonders with a magic wand; Osteronic electric shear. (In Master barbers' and beauty culturists' bulletin, Sept. 1968, p.10-11) © 1Sep68; KK208786.

Perfection at your fingertips; Osterizer. (In Gourmet, July 1968, p.37) © 1Jul68; KK207193.

Small miracles for everyday enchantment by Oster. (In Modern bride, Aug./Sept. 1968, p.85) © 1Aug68; KK208375.

Strike up the bland or strike out the bland; diet on Osterizer spin cookery. (In Today's health, June 1968, p.11) © 1Jun68; KK207920.

P

PACIFIC ASPHALT PRODUCTS CO.

Roof coating, non-fibered; no.10. Sticker. © Gabriel J. Klanian d.b.a. Pacific Asphalt Products Co.; 9May68; KK208228.

PACKAGE PRODUCTS CO., INC.

Seamless stretch panty hose. On bag. © 21Nov68; KK209108.

PADGETT (W. KEITH) & ASSOCIATES. ©

Every day of every month, you are the most important person in our Hall of Fame; Bauer Buick. Folder. Appl. author: William J. Kennedy. Appl. ti.: Leo version thereof. © 8Jul68; KK207056.

Every day of every month, you are the most important person in our Hall of Fame; Bauer Buick. Folder. Appl. author: William J. Kennedy. Appl. ti.: Libra version thereof. © 9Sep68; KK208089.

Every day of every month you are the most important person in our Hall of Fame; Bauer Buick. Folder. Appl. author: William J. Kennedy. Appl. ti.: Sagittarius version thereof. © 8Nov68; KK208751.

Every day of every month, you are the most important person in our hall of fame; Bauer Buick. Folder. Appl. author: William J. Kennedy. Appl. ti.: Virgo verso thereof. © 6Aug68; KK207429.

Every day of every month, you are the most important person in our hall of fame; Folder. Appl. author: William J. Kennedy. Appl. ti.: Hall of fame series; Scorpio version thereof. © 9Oct68; KK208394.

People make the difference. (In Harvey tribune publications, Oct. 13, 1968, insert) Appl. author: W. Keith Padgett. © 26Sep68; KK208300.

PAECO, INC. ©

Beautify your ceiling with Instant Beams. Sheet. Appl. ti.: Instant Beams combination window streamer & counter display. © 28May68; KK207926.

Beautify your ceiling with Instant Beams. Sheet. Appl. ti.: Instant Beams combination window streamer & counter display. © 28May68; KK207927.

Instant Beams; colonial style. On wrapper. © 28May68; KK206929.

Instant Beams; Mediterranean style. On wrapper. © 28May68; KK206928.

Instant sales with self-selling Instant Beams. Sheet. © 28May68; KK206927.

PALM SPRINGS HEALTH SPAS. ©

Lose weight, lose inches, repropotion; the quick, easy, fun way at Palm Springs Health Spas. (In The Cincinnati enquirer, May 23, 1968) © 23May68; KK207101.

PANACOLOR, INC. ©

People, we invented a new way to tell them, entertain them, teach them. Folder. © 1Mar68; KK207327.

PAN AMERICAN SUNTAN OIL CORP. ©

House of Suntan tanning oil; net 7 fl. ozs. Sticker. © 16May68; KK207312.

South of the Border suntan lotion; net 7 fl. ozs. Sticker. © 16May68; KK207311.

Spanish Gold suntan oil; net 7 fl. ozs. Sticker. © 16May68; KK207313.

Sun Island suntan lotion; net 7 fl. ozs. Sticker. © 16May68; KK207310.

PANIC PRINTS, INC. ©

Mating bells, get in the swing. On box. © 17Feb68; KK207347.

PAPER SERVICE CO., INC. ©

American International College. Sheet. Appl. ti.: Rendition of campus building for American International College notebook cover. © 2Jul68; KK207222.

PARFUMS CORDAY, INC. ©

Parfums Corday presents the after-bathing suit; After-Bath Fragrance Fluff by Corday. (In Glamour, May 1968, p.3) © 18Apr68; KK207461.

PARKER BROS., INC. ©

Don't lose your marbles; no.97. On wrapper. © 14Jun68; KK207628.

Free emphasizeers, they make Touche II's easier to run out of. (In American druggist, July 15, 1968, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 11Jul68; KK207376.

How our pencil division plans to take over our business. (In Office appliances, June 1968, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 24May68; KK208377.

Loop a lot, coin balance game; no.21. Card. © 6Dec68; KK209304.

Take out your own pen and compare it with this one; the International classic ball pen. (In Look, Nov. 26, 1968) p.M17) Appl. author: Doyle Dane Bernbach, Inc. © 22Nov68; KK209298.

We don't like big, brassy desk sets anymore than you do; International classic desk set. (In Interiors, July 1968, p.49) Appl. author: Doyle Dane Bernbach, Inc. © 26Jun68; KK208635.

Will you ever know how it feels to hold a fine pen? The Parker 75; the Parker 51. (In Time, Nov. 29, 1968, p.R-2) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov68; KK209296.

With all those fancy Christmas gifts you'll be selling. (In Buying guide, Nov./Dec. 1968, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct68; KK208801.

PATENT SCAFFOLDING CO.

The new TH-33 heavy duty truss from PSCo. Folder. Appl. author: O. H. Junggren. © Patent Scaffolding Co., a div. of Harsco Corp.; 19Jul68; KK207196.

PEBBLES, GEORGE A. ©

More insurance sold by machine than man? Folder. Appl. ti.: Automatic insurance vending machine. © 13Mar68; KK207629.

PEKAO TRADING CORP. ©

Paczki do Polski; paczki swiateczne, holiday parcels. Folder. © 17Sep68; KK208498.

PELLERIN MILNOR CORP. ©

New, rapid load; fastest, easiest washer-extractor to load and unload; Milnor. (In Institutional laundry & linen, Sept. 1968, p.2 of cover) © 27Aug68; KK208290.

Now, faster loading, fill both pockets in one loading operation. (In American laundry digest, Nov. 15, 1968, p.27) © 15Nov68; KK209107.

Overbearing, Milnor licks your no.1 maintenance problem with tapered roller bearings. (In Coinmatic age, Sept. 1968, p.9) © 15Sep68; KK208621.

Perfect shirts every time; Miltrol programmer controls shirt quality, washes shirts right the first time. (In American drycleaner, Sept. 1968, p.47) © 5Sep68; KK208289.

Some like it cold; Milnor Triple Loaders offer a choice. (In Coin-Op, Oct. 1968, p.7) © 10Oct68; KK208546.

Wrinkle proof; new Milnor feature keeps out wrinkles in durable press linens. (In Modern nursing home, Sept.-Oct. 1968, p.99) © 10Oct68; KK208420.

PELLICER, STANLEY. ©

On guard, the fencing game. On wrapper. © 12Nov68; KK209373.

PELLON CORP. ©

Now do it without stitches; Wonder Under. (In Simplicity, fall/winter, 1968, p.2 of cover) © 5Aug68; KK208396.

Pellon, right in the middle of things. Man on football field. (In Daily news record, Sept. 10, 1968, p.4-5) © 10Sep68; KK208101.

Right in the middle of things. Girl in discotheque. (In Women's wear daily, Sept. 16, 1968, p.26-27) © 16Sep68; KK208216.

Turn our little giveaway into your bigtime money maker; Wonder Under. (In McCall's piece goods, yarn & notions merchandiser, Apr.-June, 1968, p.19) © 20Mar68; KK207884.

PENDLETON WOOLEN MILLS. ©

This is a genuine Pendleton; 100% virgin wool. Folder. © 1Feb68 (in notice: 1967); KK208747.

PENNYRICH INTERNATIONAL, INC. OF DALLAS. ©

Not all queens live in castles. Card. © 20Sep68; KK208843.

Now, from Pennyrich, couturier lingerie at prices you can afford. 2 folders. © 6Aug68; KK208846.

Stop, look, go; contest runs Oct. 1 thru Dec. 14. Folder. © 20Sep68; KK208845.

Would you like to be a Pennyrich queen. Folder. © 20Sep68; KK208844.

PENOBSCOT SHOE CO. ©

Kick up your heels with a monster because the monster look is the look in shoes; Cavaliers. (In Mademoiselle, Aug. 1968, p.242-243) © 29Jul68; KK207499.

This is the fall of the Roman Empire; Trampeze. (In Seventeen, Aug. 1968, p.116) © 20Jul68; KK208036.

PESKIN, LAWRENCE.

15 years ago, when this Givaudan chemist got his degree, he had a hunch he'd be back. See GIVAUDAN CORP.

Quality control is this Givaudan chemist's job. See GIVAUDAN CORP.

2 hours ago this Givaudan technical representative got a hurry call from a customer. See GIVAUDAN CORP.

When he set up his home lab, this Givaudan perfumer's wife knew this would happen. See GIVAUDAN CORP.

PETER PAN. See IRSIN RESTAURANT CORP.

PEVELY DAIRY CO. ©

Guernsey milk; vitamin D; grade A pasteurized, homogenized; one half gallon liquid. On folding carton. © 24Aug68; KK208152.

PEYTON PACKING CO. ©

You can't lose contest; Peyton's bologna. (In The El Paso times, June 12, 1968, p.1-B) Appl. author: Thomas S. Duff. © 12Jun68; KK207108.

You can't lose even if you don't win a prize contest; All Meat franks. (In El Paso times, June 11, 1968, p.7-A) Appl. author: Thomas S. Duff. © 11Jun68; KK206936.

PFIZER (CHARLES) & CO., INC. COTY DIVISION. See COTY.

PFIZER (CHARLES) & CO., INC. LEEMING DIVISION. ©

New Oriental Lime; Hai Karate Oriental Lime. (In Look, June 11, 1968, p.61) © 28May68; KK207396.

New oriental spice, learn how to handle it; Hai Karate. (In The Plain dealer Sunday magazine, Nov. 3, 1968, p.17) © 3Nov68; KK209038.

We're chopping a big slice out of the lime market; Hai Karate oriental lime. (In Cosmetics fair, May 1968, p.4 of cover) © 1May68; KK206967.

We've already started our Christmas chopping; Hai Karate. (In The College store journal, Aug./Sept. 1968, p.24-25) © 1Sep68; KK208365.

We've already started our Christmas chopping; Hai Karate is on prime time network TV. (In Chain store age, Aug. 1968, p.10) © 3Aug68; KK207705.

Your breath can blow somebody's mind; Beam. (In The Houston chronicle, Oct. 29, 1968, p.11) © 29Oct68; KK209037.

PHILLIPS PETROLEUM CO. ©

The anti-pollution team; 66 gasolines & Trop-Artic motor oils. (In The Oil daily, Aug. 8, 1968, p.4) Appl. author: J. Walter Thompson Co. © 8Aug68; KK207603.

PIK-A-PAK PACKAGE STORES, INC. ©

Original and exclusive recipe, Money-Fried chicken. Sticker. © 12Feb68; KK207391.

PILOTS INTERNATIONAL ASSN., INC. ©

Distinguished service citation. Sheet. © 20Nov68; KK209023.

PINE AIR FARMS, INC. ©

Gourmet eggs, fresh as pine air; one dozen. On box. © 1Jul68; KK207298.

PITTSBURGH NATIONAL BANK. ©

The day the rains came ... a Pittsburgh National savings account is something. (In Pittsburgh post gazette, Apr. 15, 1968, p.5) © 15Apr68; KK207825.

Tomorrow begins again with dawn ... a Pittsburgh National savings account is something. (In Pittsburgh post gazette, Mar. 25, 1968, p.32) © 25Mar68; KK207824.

When day is done ... a Pittsburgh National savings account is something. (In Pittsburgh post gazette, Apr. 3, 1968, p.5) © 3Apr68; KK207823.

PLATT & MUNK CO., INC. ©

A child's book of birds; illustrated by F. Brod, text by W. J. Beecher. ([Book jacket] no.511) On wrapper. © 15Apr68; KK208837.

The Count of Monte Cristo, by Alexander Dumas; illustrated by Bill Sokol. ([Book jacket] no.1112) On wrapper. © 1Jun68; KK208838.

Into the unknown, twentieth century explorers in action, by Bruce Price; no.3915. Dust jacket. Illus. signed: M. Kunstler. © 10Sep68; KK208488.

Numbers, a first counting book; text by Robert Allen, photographed in color by Mottke Weissman. ([Book jacket] no.1053) On wrapper. © 15Jun68; KK208839.

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Haven't you been to Rothman country yet? (In The New York times, Nov. 25, 1968, p.38) © 25Nov68; KK208967.

I'm heading home to Rothman country. (In The New York times, Nov. 18, 1968, p.40) © 18Nov68; KK208905.

An important notice, exciting opportunity for quality minded men to own hand tailored prestige clothing at huge savings. (In The New York times, Sept. 17, 1968, p.34) © 17Sep68; KK207988.

It's an old college custom; Rothman's, the great discount men's store for quality clothing. (In The New York times, Aug. 27, 1968, p.22) © 27Aug68; KK207706.

Keep your eye on these blue chip stocks. (In The New York times, Nov. 21, 1968, p.30) © 21Nov68; KK208924.

Look what they're discovering in Rothman country; Rothman's, the great discount men's store for quality clothing. (In The New York times, Dec. 23, 1968, p.36) © 23Dec68; KK209343.

Mind reading in one easy lesson; just come to Rothman's. (In The New York times, Oct. 22, 1968, p.26) © 22Oct68; KK208563.

No wide open spaces in Rothman country. (In The New York times, Dec. 3, 1968, p.42) © 3Dec68; KK209027.

Quiz, do you know the facts about Rothman's discount prices? (In The New York times, Oct. 17, 1968, p.37) © 17Oct68; KK208480.

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Music for the student classical guitarist. KKP-101. Record sleeve. © 1Jul68; KK208092.

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When you're out of Schlitz, you're out of beer. (In Playboy, Apr. 1968, p.2 of cover) © 15Mar68; KK208767.

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times (The New York Times) Mar. 3, 1968, p.67) Appl. author: Zlowe Co., Inc. © 3Mar68; KK207288.

Not because they're mine, but don't they look adorable? Prints 'n pastels from a collection that's Sheer Heaven. (In Children's fashions (The New York Times) Mar. 17, 1968, p.53) Appl. author: Zlowe Co., Inc. © 17Mar68; KK207290.

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Sooner or later you'll be sorry you didn't buy a firm Posturepedic. (In Reader's digest, June 1968, p.28) Appl. author: Earle Ludgin & Co. © 25May68; KK207075.

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This is a soft-hard bed, it is not a firm mattress; Sealy Posturepedic. (In Life, May 17, 1968, p.84) Appl. author: Earle Ludgin & Co. © 13May68; KK207077.

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After 600 miles, they don't want to swim or watch TV; Sealy Posturepedic. (In Tourist court journal, May 1968, p.12) Appl. author: Earle Ludgin & Co. © 1May68; KK207074.

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How would you like a slightly used computer? (In The Wall Street journal, Pacific Coast ed., Feb. 16, 1968, p.16) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 16Feb68; KK207473.
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This man is a banker. (In California farmer, Feb. 17, 1968, p.20G) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 17Feb68; KK207477.
This would make a great plant site between 11:00 a.m. and 2:30 p.m. (In The Wall Street journal, Pacific Coast ed., Apr. 23, 1968, p.15) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 23Apr68; KK207479.
We just spent \$960,000 on school bonds; your children are worth it. (In Daily star-progress, Feb. 12, 1968, p.A3) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 12Feb68; KK207474.
We've got some great plans for you. (In The Wall Street journal, Pacific Coast ed., Jan. 19, 1968, p.11) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 19Jan68; KK207468.
What would you rather know about a customer, if he can drive, or if his check is good? (In Grocers' journal, Mar. 28, 1968, p.37) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 28Mar68; KK207475.
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You need a place to deposit your corporate income tax; Security Bank has 359 suggestions. (In The Wall Street journal, Feb. 19, 1968, p.13) Appl. author: Young & Rubicam, Inc. © Security First National Bank; 19Feb68; KK207469.
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- Now you can please all of the people all of the time. (In Home furnishings daily, Oct. 7, 1968, p.38-39) Appl. author: C. Landucci. © 7Oct68; KK209020.**
- A \$180 radio; ha, ha, ha; Sony 8FS-50W stereo receiver. (In The New York times magazine, Oct. 6, 1968, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct68; KK208796.**
- Sony announces the dawn of a new Sun Set. (In The New Yorker, Sept. 14, 1968, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 9Sep68; KK208537.**
- Sony has the only radio that shuts up when it shuts up. (In Home furnishings daily, Sept. 18, 1968, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep68; KK208361.**
- Sony wishes you a green Christmas. (In Home furnishings daily, Nov. 1, 1968, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov68; KK208974.**
- Sony's newest breakthrough in miniaturization, price tags. (In Dealerscope, Aug. 1968, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul68; KK208360.**
- This Christmas your biggest radios will probably be our smallest ones; the ICR-100 and the ICR-200 are our two integrated circuit radios. (In Home furnishings daily, Nov. 18, 1968, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 18Nov68; KK209297.**
- Until now, to get great stereo sound in a small apartment you had to turn up the volume. (In Sports illustrated, Sept. 16, 1968, p.107) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep68; KK208535.**
- Walter Cronkite vs. Daffy Duck. (In Life, June 28, 1968, p.84-R) Appl. author: Doyle Dane Bernbach, Inc. © 25Jun68; KK207375.**
- SONY CORP. OF AMERICA. VTR DIVISION.**
 Sony on the spot. (In Training in business and industry, Apr. 1968, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © Sony a.a.d.o. Sony Corp. of America (in notice: VTR Division, Sony Corp. of America); 27Mar68; KK207378.
- SOUTHERN COMFORT CORP. ©**
 Happy hour barguide. 1 v. © 5Aug68; KK208096.
 Happy hour drink recipes. Folder. © 18Sep68; KK208556.
 Make this simple taste test and learn how to make your happy hour drinks taste far better. (In Life, Nov. 15, 1968, p.73) © 11Nov68; KK209354.
 The old side wheeler; Southern Comfort's new promotion. Folder. © 24Oct68; KK208896.
- SOUTHWESTERN PETROLEUM CORP. ©**
 Roof repair and maintenance guide. Card. © 1Dec67; KK207726.
- SPA HEALTH CLUBS. ©**
 Reduce or gain weight and inches the fast, fun, proven Spa way. (In Evening journal, Wilmington, Del., Apr. 3, 1967, p.22) © 3Apr67; KK207533.
- SPA, INC. ©**
 Do you like the shape you're in? Ace Rican's Silhouette Spa. (In Houston post, Mar. 4, 1968, section 4, p.7) © 4Mar68; KK207227
- SPA INTERNATIONAL, INC. ©**
 Come; let's make a miracle; the nationally famous Spa System guarantees it. (In The Houston post, Sept. 30, 1968, p.8) Appl. author: Richard L. Minns. © 30Sep68; KK208460.

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Funny, some people think a swimsuit is just for swimming; be a busy body, join Spa today. (In The Daily Oklahoman, Aug. 26, 1968, p.15) Appl. author: Richard L. Minns. © 26Aug68; KK207984.

Funny, some people think a swimsuit is just for swimming; be a busy body, join Spa today. [Woman in bikini suit] (In The Dallas morning news, Aug. 26, 1968, p.11c) Appl. author: Richard L. Minns. © 26Aug68; KK207989.

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SPERRY RAND CORP. © If a couple of dollars is all that's standing between you and cordless shaving, Remington will give you a couple of dollars. (In Life, Apr. 26, 1968, p.73) Appl. author: Young & Rubicam, Inc. © 22Apr68; KK207523.

Remington announces the unbelievable. (In Life, Sept. 13, 1968, p.3) Appl. author: Young & Rubicam, Inc. © 9Sep68; KK208524.

Remington, when you shave for two faces. (In Sunday news, June 9, 1968, p.89) Appl. author: Young & Rubicam, Inc. © 9Jun68; KK207581.

STAR FILTER CO. © Coffee filters; 80 filters. On folding carton. © 1May68; KK207589.

Star coffee filters, one size fits all; 30 filters. On bag. © 21Nov66; KK207367.

STATE MUTUAL SAVINGS & LOAN ASSN., LOS ANGELES. Announcing new services for members of the Statesman's Club. (In Santa Monica evening outlook, Jun. 26, 1968, p.15) Appl. author: James Marshall Wylie. © State Mutual Savings & Loan Assn.; 26Jun68; KK207716.

Now special Hawaii vacation for members of the Statesman's Club. (In The Wall Street Journal, mid-west ed., June 27, 1968, p.15) Appl. author: James Marshall Wylie. © State Mutual Savings & Loan Assn.; 27Jun68; KK207715.

This card is worth money to 6,472 savers in 50 states; Statesman's Club. (In Los Angeles times, Sept. 25, 1968, pt.3, p.14) Appl. author: James Marshall Wylie. © 25Sep68; KK208348.

We club our savers every day and they love it. (In Santa Monica evening outlook, Sept. 3, 1968, p.15) Appl. author: James Marshall Wylie. © State Mutual Savings & Loan Assn.; 3Sep68; KK207922.

STEEL CITY DIVISION, MIDLAND-ROSS CORP. See MIDLAND-ROSS CORP. STEEL CITY DIVISION.

STEIG, W. Kids wear out before Wear Beaters Do. See GRANITEVILLE CO.

STERNCO INDUSTRIES, INC. AQUARIUM SUPPLY CO. DIVISION. See AQUARIUM SUPPLY CO.

STERNCO INDUSTRIES, INC. DELTA PRODUCTS DIVISION. See DELTA PRODUCTS.

STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS DIVISION. See LONGLIFE FISH FOOD PRODUCTS.

STEVEN MANUFACTURING CO. © Gemini gyro top; no.958. On card. © 20Jun66; KK206984.

STOLPEN, BEULAH HARRIS. See ROLLING READER PUB. CO.

STUDIO 9. © Designer kit, create your original tie dye halter dress. Folder. Appl. author: Edwin Weiner. © 15Aug68; KK208591.

SUGARBUSH FARM. Green Mountain Jack cheese. Slip. © John H. & Marion H. Ayres t.a. Sugarbush Farm; 16Jul68; KK207201.

SUGARMAN (JOSEPH) & ASSOCIATES. Dial-a-bargain; announcing the nation's newest marketing tool. Sheet. © Joseph Sugarman (in notice: Joseph Sugarman & Associates); 1Jun68; KK208431.

SUNBEAM APPLIANCE SERVICE CO. © Barbecue tonight? First, spray your grill shiny clean with new Sunbeam barbecue grill cleaner. (In The Boston globe, June 5, 1968, p.20) © 5Jun68; KK209309.

Save 15¢ on new Sunbeam Appliance Service Co. cookware cleaner. (In The Sacramento bee, Dec. 6, 1967, p.D11) Appl. author: Sunbeam Corp. © 6Dec67; KK208609.

SUNBEAM CORP. © It's our 75th birthday, come help us celebrate. (In Life, May 3, 1968, p.2 of cover) © 29Apr68; KK208611. It's Sunbeam, for the fourth straight year. (In Home furnishings daily, Feb. 15, 1968, p.18) © 15Feb68; KK209308.

Teaching how to cook with coffee is easy with the Sunbeam automatic percolator. (In What's new in home economics, May-June 1968, p.16) © 7May68; KK208606.

3 teaching steps to creative cookery with the Sunbeam double coated Teflon cooker & deep fryer. (In What's new in home economics, Apr. 1968, p.8) © 15Mar68; KK208610.

3 teaching steps to proper carving with the Sunbeam cordless electric slicing knife. (In What's new in home economics, Mar. 1968, p.36) © 15Feb68; KK208607.

3 teaching steps to proper ironing with the Sunbeam spray, steam or dry iron. (In What's new in home economics, Feb. 1968, p.8) © 15Jan68; KK208608.

SUNOCO PRODUCTS CO. © Core cutting machines. 7 p. © 20Nov67; KK208008.

Nusol, a new surface-active chemical. Sheet. © 30Dec67; KK208007.

Underground electrical vaults and accessories for URD installations. 1 v. © 29Mar68; KK208009.

SUNSET HOUSE. © Alarming idea from Sunset House. (In Los Angeles times, Aug. 2, 1968, p.8) Appl. author: Leonard Carlson. © 2Aug68; KK207623.

Calculating idea; expansion idea. (In Los Angeles times, Mar. 22, 1968, p.6) Appl. author: Leonard Carlson. © 22Mar68; KK207062.

Fresh idea; brainy idea. (In Los Angeles times, Apr. 26, 1968, p.10) Appl. author: Leonard Carlson. © 26Apr68; KK207066.

Locked-in idea; personal idea. (In Los Angeles times, Mar. 29, 1968, p.10) Appl. author: Leonard Carlson. © 29Mar68; KK207061.

Long-lasting idea; sizzling idea. (In Los Angeles times, Apr. 12, 1968, p.10) Appl. author: Leonard Carlson. © 12Apr68; KK207059.

Party-time idea; slip-proof idea. (In Los Angeles times, Apr. 19, 1968, p.15) Appl. author: Leonard Carlson. © 19Apr68; KK207058.

Personal idea from Sunset House. (In Los Angeles times, July 26, 1968, p.10) Appl. author: Leonard Carlson. © 26Jul68; KK207625.

Red-hot idea; twisty idea. (In Los Angeles times, Apr. 5, 1968, p.18) Appl. author: Leonard Carlson. © 5Apr68; KK207060.

Safety idea from Sunset House. (In Los Angeles times, July 19, 1968, p.7) Appl. author: Leonard Carlson. © 19Jul68; KK207626.

Shady idea from Sunset House. (In Los Angeles times, June 28, 1968, p.6) Appl. author: Leonard Carlson. © 28Jun68; KK207484.

Shapely idea; sizzling idea. (In Los Angeles times, Mar. 15, 1968, p.11) Appl. author: Leonard Carlson. © 15Mar68; KK207065.

Stitch-in-time idea; illuminating idea. (In Los Angeles times, Feb. 23, 1968, p.6) Appl. author: Leonard Carlson. © 23Feb68; KK207063.

Stretchy idea from Sunset House. (In Los Angeles times, July 12, 1968, p.7) Appl. author: Leonard Carlson. © 12Jul68; KK207624.

Twisty idea from Sunset House. (In Los Angeles times, June 21, 1968, p.11) Appl. author: Leonard Carlson. © 21Jun68; KK207482.

Weighty idea from Sunset House. (In Los Angeles times, July 5, 1968, p.6) Appl. author: Leonard Carlson. © 5Jul68; KK207483.

Weighty idea; instant-glamour idea. (In Los Angeles times, Mar. 8, 1968, p.10) Appl. author: Leonard Carlson. © 8Mar68; KK207064.

SUPEREASY CO. See RUSSO, JOSEPH S.

SUPERSCOPE, INC. © Hi, Grandma; hi, Grandpa; a tape recorder; Sony Superscope. (In Los Angeles times, Aug. 25, 1968, p.27) © 25Aug68; KK208548.

I thought it was a good buy, too, until I found out Sony is selling an FET condenser microphone for just \$99.50. (In BM/E, June 1968, p.68) © 24May68; KK207011.

It's hard to say no to a Sony. (In Hi Fi stereo review, Sept. 1968, p.42-43) © 21Aug68; KK207990.

Meet the copy cat, the new Sony model 155 playback/dubbing stereo tape deck. (In Audio, Mar. 1968, p.11) © 21Feb68 (in notice: 1967); KK207612.

Sony and the single girl. (In Look, June 25, 1968, p.T1) © 11Jun68; KK206952.

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Tape it easy with a Sony solid-state tape recorder. (In Look, Apr. 30, 1968, p.17) © 15Apr68; KK208014.
There's music in the air; tape it with the new Sony solid-state 255 stereo tape deck. (In Audio, April 1968, p.23) © 21Mar68; KK208013.

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Famous Susie-Q fish & chips. [On sign] Appl. author: Albert K. Bergel. © 16Dec67; KK209336.
Self serve and take home menu. Folder. Appl. author: Albert K. Bergel. © 15Jan68; KK209337.

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Overland new no.151 fisherman's friend. Folder. © Sylmark Enterprises (in notice: Sylmark); 19Jun68; KK207318.

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White collar, skin cleaner & conditioner. Sticker. © 22Nov68; KK209332.

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An independent TAB report tells air conditioning system performance before tenant does. (In The Georgia engineer, Oct. 1968, p.12) © 31Oct68; KK208676.

TAB is an essential engineering tool. (In The Georgia engineer, Sept. 1968, p.12) © 16Sep68; KK208677.

TEL-CODE CORP. ©

If you own a business or maintain an office you need a new computerized police & fire protection service for business firms in this community. Folder. Appl. author: William Scott Cornett. © 10Oct68; KK208639.

TENNANT (G. H.) CO. ©

Built for toughest sweeping jobs in heavy industry, Tennant 91 power sweeper. Folder. © 6Sep67; KK208662.

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New durable floor finish; Tennant 140 urethane finish for wood floors. Folder. © 26Aug68; KK208663.

622 detergent for automatic scrubbers. Sheet. © 28Oct68; KK208661.

TEXIZE CHEMICALS, INC. ©

Janitor in a drum; industrial strength cleaner; net 32 fl. oz. On bottle. © 8Jul68; KK208151.

TEXTRON, INC. ALVIN CO. DIVISION. See ALVIN CO.

TEXTRON, INC. GORHAM DIVISION. See GORHAM.

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Theatre-on-the-Go presents Christopher Marlowe's Dr. Faustus. Sticker. © 23Sep68; KK208172.

Theatre-on-the-Go presents Edgar Allan Poe's The black cat. Sticker. © 23Sep68; KK208173.

Theatre-on-the-Go presents George Eliot's Romola. Sticker. © 23Sep68; KK208171.

THERMOLYNE CORP.

New, Nucerite hot plate with ceramic sealed heaters. Sheet. Appl. author: George A. Eiting. © Thermolyne Corp., subsidiary of Ritter Pfaunder Corp.; 1Mar68; KK207229.

THETA INSTRUMENT CORP. ©

A primer on shaft encoders. 1 v. © 28Jun68; KK207426.

THOMAS, C. L., II. ©

Martin Luther King, Jr., Jesus, kings of peace. Sheet. © 15Aug68; KK207867.

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Roaster for peanuts. Sheet. © 1Feb68; KK207319.

THOMAS (S. B.) INC. ©

If Thomas' English muffins cost more, how come they outsell all other brands combined; I'll bite. (In New York Sunday news, Sept. 29, 1968, p.11) Appl. author: Rumrill-Hoyt, Inc. © 29Sep68; KK208286.

Introducing Thomas' orange toast-r-cakes. (In TV guide, Sept. 7, 1968, p.23) Appl. author: Rumrill-Hoyt, Inc. © 4Sep68; KK208285.

Who says all English muffins are created equal? Not us. (In The New York times, Oct. 6, 1968, p.117) Appl. author: Rumrill-Hoyt, Inc. © 6Oct68; KK208459.

THOMPSON, MOZELLE.

Cinderella, Pinocchio and other great stories for growing boys and girls. See RADIO CORP. OF AMERICA.

3M CO. See MINNESOTA MINING & MANUFACTURING CO.

TOM, KING C. See UNITED PLASTICS CO.

TRAVIS HANDLING SYSTEMS, INC.

Rack, the shelf that slips in and out with a fork lift. Folder. © Jimmie D. Harrington, Pres., Travis Handling Systems, Inc. (in notice: Travis Handling Systems, Inc.); 2Aug68; KK207481.

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Defeat looms for F.B.I.; White Glove developing and prints. Sheet. © 1Aug68; KK208623.

Twin prints special; White Glove photofinishing. Sheet. © 1Jun68; KK208624.

TRUSTEES UNDER THE WILL OF MARY BAKER EDDY. ©

His arm encircles me, the hymns of Mary Baker Eddy. Record sleeve. © 17Oct68; KK209191.

TRUVAL SHIRT CO., INC. ©

If you always like to do things by the book, we cannot in good conscience recommend Dacron and cotton shirts by Truval. (In The New York times magazine, May 26, 1968, p.19) Appl. author: Zlowe Co., Inc. © 26May68; KK207701.

If you want to lead a tame, quiet life; Career Club shirts. (In Esquire, April 1968, p.44) Appl. author: Zlowe Co., Inc. © 14Mar68; KK208496.

TURNER, PETE.

15 years ago, when this Givaudan chemist got his degree, he had a hunch he'd be back. See GIVAUDAN CORP.

Quality control is this Givaudan chemist's job. See GIVAUDAN CORP. 2 hours ago this Givaudan technical representative got a hurry call from a customer. See GIVAUDAN CORP.

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U.S. 301 travel guide and map, Maine to Florida, 1967-1968. 45 p. © 15May68; KK207291.

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Curried rice; net wt. 6 Oz. On folding carton. © 10Jun68; KK207205.

Spanish rice; net wt. 5 1/2 oz. On folding carton. © 10Jun68; KK207206.

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It's not fake anything; it's real Dynel. (In Cosmopolitan magazine, July 1968, p.47) Appl. author: Trahey-Wolf Advertising, Inc. © Union Carbide, fabrics & fibers division (in notice: Union Carbide); 20Jun68; KK207087.

UNION SPECIAL MACHINE CO. ©

Advanced single needle, bobbinless, seaming machines; style 56300 E. Sheet. Appl. author: Arthur James Feigel. © 21Jun68; KK206924.

Advanced two-needle machines for joining-piecing-setting operations; 56400 P. Sheet. Appl. author: Arthur James Feigel. © 21Jun68; KK206925.

A dynamically new two needle machine for attaching elastic; style 57700 N. Sheet. Appl. author: Arthur James Feigel. © 1Jul68; KK207008.

High production unit joins and tapes bra cups in one operation; style 62200 M. Sheet. Appl. author: Arthur James Feigel. © 17Jun68; KK206941.

High speed bobbinless, needle feed machines; class 54600. Sheet. Appl. author: Arthur James Feigel. © 1Jul68; KK207010.

Maximum performance new high speed safety-stitch machine with intermittent differential feed; style 39600 CU. Sheet. Appl. author: Arthur James Feigel. © 22Jul68; KK207303.

New single needle lockstitch machines with intermittent differential feed; style 63400 E. Sheet. Appl. author: Arthur James Feigel. © 15Jul68; KK207122.

Single needle, turned edge toe closing, women's seamless hosiery; style 39500 MA. Sheet. Appl. author: Arthur James Feigel. © 1Jul68; KK207009.

Stacker stand; sew, cut, stack in one fast operation. Sheet. Appl. author: Arthur James Feigel. © 8Jul68; KK207095.

Stitch formation, type 504; class 39500 overedge. 24 l. Appl. author: Thomas W. Pinto. © 18Jun68; KK207819.

2-needle, 4-thread overseamer for knit and woven fabrics; style 39500 FW. Sheet. Appl. author: Arthur James Feigel. © 22Jul68; KK207302.

Union Special announces a complete line of fusing presses. Folder. Appl. author: Arthur James Feigel. © 21Jun68; KK206926.

UNITED COATINGS, INC. ©

Color-Touch dripless latex interior finish flat paint; one gallon. Sticker. Appl. t.i.: Label for Color-Touch dripless latex interior flat paint. © 23Feb68; KK207269.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

A handy 6-foot roll of instant decorating, Con-Tact brand Minute Pak. Sheet. © 15Jan68 (in notice: 1967); KK207110.
Instant decorating, a consumer guide to the use of Con-Tact. Folder. © 15Jan68; KK207111.
Spring '68 Con-Tact brand, largest selling self-adhesive plastic; Doral. Folder. © 15Jan68; KK207109.

UNITED PLASTICS CO.

The poet Lee Pai toasts the moon. Folder. © King C. Tom d.b.a. United Plastics Co.; 7Oct68; KK208625.
Sheng-Ngor flees to the moon after stealing the herb of immortality. Folder. © King C. Tom d.b.a. United Plastics Co.; 7Oct68; KK208626.
York's Tea Garden, the wonder pagoda. Folder. © King C. Tom d.b.a. United Plastics Co.; 9Oct68; KK208369.

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The trade stimulator plan that pushes groceries, not premiums. Sheet. © 8Aug68; KK208487.

UNIVERSE CO. ©

Anyone can swim and float. (In The Philadelphia inquirer magazine, May 19, 1968, p.55) © 19May68; KK208501.

Can't swim, now you can. (In Home magazine, July 14, 1968, p.63) © 13Jul68; KK207583.

Instant swim and fun. (In Parade, June 2, 1968, p.14) © 2Jun68; KK208500.

Instant swim and fun; Swim-Wings. (In American home, June 1968, p.98) © 23May68; KK207485.

Instant water fun for everyone; Swim-Wings. (In The New York times magazine, July 21, 1968, p.57) © 20Jul68; KK207702.

New, unique, exclusive, original Swim-Wings. (In The New York times, July 7, 1968, p.819) © 6Jul68; KK207918.

Nonswimmers swim instantly. (In The New York times magazine, May 19, 1968, p.125) © 19May68; KK207345.

Now, everybody into the pool; new amazing Swim-Wings. (In Chicago tribune magazine, July 21, 1968, p.47) © 20Jul68; KK207945.

You can't swim? Here's how; Swim-Wings. (In Chicago tribune magazine, Aug. 4, 1968, p.63) © 4Aug68; KK209310.

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VALLEY FORGE PRODUCTS CO. ©

Supplement, catalog no.186. Folder. © 15Apr68; KK207225.

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Remember mom's are sweet on Van Duyn chocolates. Sheet. Appl. author: Gerber Advertising Agency. © 5May68; KK207223.

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Holidays and special days, the record calendar year 1969; LPM-1001. Record sleeve. Appl. author: Steve Janis. © 27Nov68; KK208982.

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We're better equipped than ever to handle your need for a loan. Folder. Appl. ti.: Two tramps. © 7Jun68; KK207035.

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Introducing Viatron System 21, distributed data processing. (In The Wall Street Journal, Oct. 22, 1968, p.15) © 22Oct68; KK208557.

It's here, Viatron system 21 distributed data processing. (In The Wall Street Journal, Oct. 29, 1968, p.13) © 29Oct68; KK208598.

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Table cut-ups; nos.1-2. 2 cards. © Victor's Party Center, division of Victor Catering Co., Inc.; 19Sep68; KK208841.

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Why Visirecord? 1 v. © 29Jan68; KK208225.

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Think French with cards & records, level 1. On 2 wrappers. © 30Aug68; KK208534.

Think German with cards & records, level 1. On 2 wrappers. © 30Aug68; KK208533.

Think Spanish with cards & records, level 1. On 2 wrappers. © 30Aug68; KK208532.

VOGT, EDWIN M. See VOGT APPLIANCE CO.

VOGT APPLIANCE CO.

Fashion-Aide Exercise Swivel. 1 v. Appl. ti.: Instruction sheet for Fashion Aid exercising unit. © Edwin M. Vogt d.b.a. Vogt Appliance Co.; 5Oct67; KK207320.

VOLKSWAGEN OF AMERICA, INC. ©

Dear Sir; after seeing ... advertisement of Volkswagens. (In Life, Nov. 8, 1968, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 5Nov68; KK208994.

Electronic brain, it's smarter than a carburetor. (In Life, June 21, 1968, p.66) Appl. author: Doyle Dane Bernbach, Inc. © 18Jun68; KK207497.

Every new one comes slightly used; Volkswagen. (In Life, June 14, 1968, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 11Jun68; KK206970.

Finally; now you can do what you never did before in a Volkswagen. (In Life, Oct. 18, 1968, p.93) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct68; KK208799.

General Motors has theirs, Ford has theirs, and we have ours. (In Time, Jul. 19, 1968, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 16Jul68; KK207779.

Instead of a second car, get a second house. (In Wheels afield, July 1968, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun68; KK207908.

It carries as much as the average station wagon. (In Life, Nov. 15, 1968, p.82-83) Appl. author: Doyle Dane Bernbach, Inc. © 12Nov68; KK209365.

It takes a week to make the car; and 3 years to make the mechanic. (In Life, Oct. 25, 1968, p.86) Appl. author: Doyle Dane Bernbach, Inc. © 22Oct68; KK208797.

The next time some guy tells you a used car is just like new ask for the guarantee. (In True, July 1968, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun68; KK208165.

Send a deserving station wagon to camp this summer. (In Wheels afield, June 1968, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 29May68; KK208166.

Since you're going to pay a little more for one of our used cars, you ought to know why. (In True, Sept. 1968, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 29Aug68; KK207907.

Then how come we call it a sedan?

(In Life, Aug. 16, 1968, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 13Aug68; KK207910.

There's a surprise in every box. (In Life, July 26, 1968, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 23Jul68; KK207909.

They don't make them like they used to. (In Look, Aug. 20, 1968, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 17Aug68; KK208167.

Volkswagen doesn't do it again. (In Esquire, Oct. 1968, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep68; KK208585.

Volkswagen leaps into the present; with a fully automatic transmission. (In Time, Sept. 27, 1968, p.2-3) Appl. author: Doyle Dane Bernbach, Inc. © 24Sep68; KK208586.

Which car costs less than \$10,000? (In The New Yorker, Oct. 19, 1968, p.87) Appl. author: Doyle Dane Bernbach, Inc. © 16Oct68; KK208768.

Will it take you to Easy Street? (In Automotive news, Oct. 28, 1968, p.103) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct68; KK209369.

The world's largest sedan? Volkswagen squareback. (In Sports Illustrated, Nov. 25, 1968, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 22Nov68; KK209367.

VOLKSWAGEN PACIFIC, INC. ©

Squeeze play. (In Hawaii State Little League Baseball souvenir program, Aug. 1968, p.6) © 25Jul68; KK208592.

Think bug, the 57 authorized Volkswagen dealers of Los Angeles and Orange Counties. (In 23d annual Los Angeles times charity game program, Aug. 9, 1968, p.21) © 9Aug68; KK207604.

VOLVO, INC. ©

After 200,000 miles of rain and snow and heat and gloom of night, both the mailman and the mail truck are still working. (In Life, May 3, 1968, p.9) Appl. author: Scall, McCabe, Sloves, Inc. © 3May68; KK207106.

In an all-out quest for speed, Volvo introduces an engine that's 3 m.p.h. faster. (In Life, Oct. 11, 1968, p.R) Appl. author: Scall, McCabe, Sloves, Inc. © 11Oct68; KK209349.

The inside of a Volvo is good enough to be an outside. (In Life, June 21, 1968, p.R) Appl. author: Scall, McCabe, Sloves, Inc. © 21Jun68; KK207105.

A lifetime supply of Volvos. (In Life, Feb. 16, 1968, p.83) Appl. author: Scall, McCabe, Sloves, Inc. © 16Feb68; KK206999.

A most rewarding part of owning a Volvo is selling it. (In Life, Nov. 1, 1968, p.R) Appl. author: Scall, McCabe, Sloves, Inc. © 1Nov68; KK209352.

1. Buy a Volvo in Europe and save. (In Saturday review, Feb. 17, 1968, p.7) Appl. author: Scall, McCabe, Sloves, Inc. NM: additions. © 17Feb68; KK206998.

1. Buy a Volvo in Europe and save. (In Saturday review, Mar. 9, 1968, p.9) Appl. author: Scall, McCabe, Sloves, Inc. NM: additions. © 9Mar68; KK206997.

This Volvo definitely has a bug in it. (In Life, July 26, 1968, p.R) Appl. author: Scall, McCabe, Sloves, Inc. © 26Jul68; KK209350.

VOLVO, INC.-Con.

Volvo buyers are usually people who were bugged with their cars; or people whose cars were bugs. (In Life, Mar. 8, 1968, p.14) Appl. author: Scall, McCabe, Sloves, Inc. © 8Mar68; KK207107.

You don't buy a Volvo station wagon for what you can get into it; you buy one for what you can get out of it. (In Life, May 24, 1968, p.21) Appl. author: Scall, McCabe, Sloves, Inc. © 24May68; KK207104.

Your car has five numbers on the speedometer, Volvo has six. (In Life, Jan. 26, 1968, p.R10) Appl. author: Scall, McCabe, Sloves, Inc. © 26Jan68; KK207000.

Your symbol has just lost its status. (In Life, Sept. 27, 1968, p.R) Appl. author: Scall, McCabe, Sloves, Inc. © 27Sep68; KK209351.

VUE, INC. ©

Create-A-Card with gold dust; design and print your own greeting cards and party invitations; 50 sheets. On wrapper. Appl. author: George J. Hatem. © 14Jun68; KK207268.

W

WAIT RADIO. ©

Try a little tenderness; the world's most beautiful music. [Close seated couple on park bench as seen through a silhouette of trees] (In Chicago sun-times, Nov. 13, 1968, p.22) © 13Nov68; KK209289.

Try a little tenderness; the world's most beautiful music. [Raincoated man hoisting raincoated female in both arms in snowy park with skyscrapers in background] (In Chicago's American, Nov. 13, 1968, p.33) © 13Nov68; KK209288.

WTS-PHARMACRAFT.

The no sweat shirt; Fresh spray deodorant. (In Ingenue, May 1968, p.83) Appl. author: Doyle Dane Bernbach, Inc. © Fresh Deodorant, div. of WTS-Pharmcraft (in notice: WTS-Pharmcraft); 27Apr68; KK206938.

WADE, WENGER SERVICEMASTER CO. ©

Starring you; the modern housewife. Folder. Appl. author: Burr McCloskey. © 1Apr66; KK208590.

WALKER (HIRAM) & SONS, INC. ©

Set your bourbon standards high; Ten High. (In Sports illustrated, Oct. 7, 1968, p.66) © 30Oct68; KK208324.

Set your bourbon standards high; Ten High. (In Sports illustrated, Oct. 28, 1968, p.84) © 24Oct68; KK208579.

Set your bourbon standards high, Ten High. (In Sports illustrated, Nov. 11, 1968, p.34) © 7Nov68; KK208744.

WALKER (HIRAM) INC. ©

The confident ones choose Walker's DeLuxe. (In Look, Oct. 15, 1968, p.103) © 10Oct68; KK208717.

WAPLES-PLATTER CO. ©

Ranch style spaghetti; net weight 15 1/4 oz. Sticker. © 29Mar68; KK207048.

WASERMAN, BETTY.

Fashion Whirl. See NIERBERG, LENORE.

WEAVER (W. R.) CO. ©

Join the really successful hunters; depend on a K model. (In Field & stream, Aug. 1968, p.69) Appl. author: Richard W. Mithoff. © 24Jul68; KK208191.

Super scope; yes, because a Weaver K model offers you. (In Popular mechanics, Sept. 1968, p.23) Appl. author: Richard W. Mithoff. © 26Aug68; KK208595.

You don't have to be an expert to use a Weaver variable; even though it lets you shoot like one. (In Field & stream, Sept. 1968, p.65) Appl. author: Richard W. Mithoff. © 24Aug68; KK208190.

WEISSMAN, MOTTEKE.

Numbers, a first counting book. See PLATT & MUNK CO., INC.

WENZEL, P.

Songs from Walt Disney's The one and only, genuine, original family band. See DISNEY (WALT) PRODUCTIONS.

WERNER (R. D.) CO., INC. ©

D1100 series household aluminum extension ladder. Sheet. © 29Feb68 (in notice: 1967); KK207334.

D 1200 series general purpose aluminum extension ladder, flat rung. Sheet. © 29Feb68 (in notice: 1967); KK207336.

D series aluminum ranch ladder, flat rung. Sheet. © 7Mar68; KK207342.

Flat rung aluminum extension ladder. Sticker. © 6Nov68; KK209137.

Give Dad the best, a sturdy aluminum step ladder by Werner. Sheet. © 25Apr68; KK207338.

Give mother a Constance Helper, a safe, comfortable aluminum platform ladder. Sheet. © 25Apr68; KK207340.

The informers, ladder facts by Werner. Sheet. © 27Mar68; KK207343.

Ladder safety, here's why you need a Twist-Proof ladder. Sheet. © 21Mar68 (in notice: 1967); KK207341.

900 series household aluminum extension ladder, round rung. Sheet. © 29Feb68 (in notice: 1967); KK207335.

Saf-T-Master promotional line step ladder, model 364. Sheet. © 7Mar68; KK207339.

Saf-T-Master promotional line step ladder, 360 series; model 366. Sheet. © 29Feb68 (in notice: 1967); KK207333.

700 series promotional aluminum extension ladder, round rung. Sheet. © 29Feb68 (in notice: 1967); KK207337.

WESTAMERICA PRODUCTS CO.

Kooky Froot's soft drink mix - vitamin C added. Folder. © Westamerica Products, Co. a.a.d.o. Westamerica Products, Inc.; 15Jul68; KK207906.

WESTERN AIR & REFRIGERATION, INC. ©

Department stores that care have comfort insurance with Western Air. Sheet. © 11Jul68; KK208033.

Safeco plays it safe with comfort insurance by Western Air. Sheet. © 11Jul68; KK208032.

They go to school to keep you cool. Sheet. © 11Jul68; KK208031.

Too hot, too cold, get Western Air comfort insurance; it helps keep employees and patrons happy. Sheet. © 11Jul68; KK208035.

Too hot, too cold, get Western Air comfort insurance; reduce heating and air conditioning problems. Sheet. © 11Jul68; KK208034.

WESTERN PUB. CO., INC.

Bridal doll box, no scissors necessary; no.4612. Whitman Pub. Co. On wrapper. © 24Jun68; KK207697.

Busy apron; 4892. Whitman Pub. Co. On wrapper. © 11Oct68; KK209329.

Creative fingerpaint paper; 4252-79. Whitman Pub. Co. On folding carton. © 17Jun68; KK208857.

Creative water colors; 4300-150. Whitman Pub. Co. On wrapper. © 11Oct68; KK209330.

8 sewing cards; 4978. Girl. Watkins Strathmore Co. On wrapper. © 13Sep68; KK209192.

8 sewing cards; 4978. Mouse. Watkins Strathmore Co. On wrapper. © 13Sep68; KK209193.

Funny face; 4837. Whitman Pub. Co. On wrapper. © 11Jul68; KK208150.

Plastic Pix Pix pick up sticks; 4403:39. Whitman Pub. Co. On can. NM: additions. © 17Jun68; KK208858.

Rainy day fun box; no.4735. Whitman Pub. Co. On wrapper. © 11Dec67; KK207695.

Ring toss; 4730. Whitman Pub. Co. On wrapper. © 13Aug68; KK208270.

Sound-A-Round talking puzzle, master unit; little red airplane; no.4863. Whitman Pub. Co. On wrapper. © 11Jul68; KK207698.

3 Tell-A-Tale picture puzzles; no.4423. Animals. Whitman Pub. Co. On wrapper. © 23Nov67; KK207696.

3 Tell-A-Tale picture puzzles; no.4423. Storybook characters. Whitman Pub. Co. On wrapper. © 23Nov67; KK207699.

Wooden jigsaw puzzle; 4669 bunny. Whitman Pub. Co. On box. © 19Aug68; KK208271.

WEYERHAEUSER CO. ©

WRH design D-146; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-146. © 19Aug68; KK207861.

WRH design D-232; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-232. © 19Aug68; KK207860.

WRH design D-244; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-244. © 6Dec68; KK209339.

WRH design D-245; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-245. © 6Dec68; KK209340.

WRH design D-444; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-444. © 6Dec68; KK209341.

WRH design D-1318; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-1318. © 19Aug68; KK207862.

WRH design D-1320; Weyerhaeuser Registered Homes. Sheet. Appl. ti.: Weyerhaeuser Registered Home plan design D-1320. © 19Aug68; KK207859.

WHAM-O MANUFACTURING CO. ©

Shrink machine instruction sheet. Folder. © 26Jul68; KK207488.

Whirlee Twirlee, amazing gyro action spin toy. Sheet. © 26Jul68; KK207489.

WHEELER-DEALER ASSN. ©

Free! How to wheel & deal to your first fortune. (In Money making opportunities, Sept. 1968, p.22) © 16Aug68; KK207892.

WHITING (LISBETH) CO., INC. ©

Box of Super Loopers; no.456. On folding carton. © 23May68; KK208925.

Burglar alarm; no.713. Sheet.
© 23May68; KK208789.

Cherry pie knitter, for all popular dolls; no.1201. On folding carton.
© 20Dec67; KK208652.

Flower pops; no.1202. On folding carton.
© 20Dec67; KK208655.

Fun with flowers; no.300. On folding carton.
© 9Jul68; KK208695.

Fun with sticks; no.1203. On folding carton.
© 20Dec67; KK208654.

Hi-low weaving loom for weaving with jersey loops; no.468. On folding carton.
© 20Dec67; KK208659.

Illuminated magnifier; no.712. Sheet.
© 23May68; KK208790.

It's fun to knit; no.261A. On folding carton. Appl. ti.: Knitting set.
© 8Oct68; KK208693.

It's fun to make your own burglar alarm; no.713. On folding carton. (Lectro-fun science series)
© 20Dec67; KK208656.

It's fun to make your own illuminated magnifier; no.712. On folding carton. (Lectro-fun science series)
© 20Dec67; KK208657.

It's fun to make your own portable electric fan; no.711. On folding carton. (Lectro-fun science series)
© 20Dec67; KK208658.

Jewel 'n' gem box; no.1204. On folding carton.
© 20Dec67; KK208653.

Jewelry fashions; no.1205. On folding carton.
© 20Dec67; KK208651.

Knitting Jenny; no.600. On wrapper.
© 10Mar64; KK208691.

Knitting Jenny; no.606. On folding carton.
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Kooki Swinger doodle doll; no.407. On wrapper.
© 2May67; KK208673.

Millie mats. Sheet.
© 22Nov68 (in notice: 1966); KK208787.

Millie mats; no.1206. On folding carton.
© 20Dec67; KK208650.

Oogle Beads, mix them, match them; no.188. On wrapper.
© 22Nov66; KK208926.

Picture Forms, makes thousands of creative designs; no.390. On wrapper.
© 4Jan67; KK208674.

Polka Doodles, it's great creative fun; no.177. On folding carton.
© 31Aug65; KK208927.

Pom Pom Pets, with automatic pom pom makers; no.350. On wrapper.
© 31Aug65; KK208685.

Portable electric fan; no.711. Sheet.
© 23May68; KK208791.

Span-craft; no.808. Sheet.
© 5Sep68; KK208788.

Span-Craft, make enamelled flowers without heat; no.808. On wrapper.
© 5Sep68; KK208672.

Tina Katrina, a sweet-as-honey Dutch girl doodle doll; no.226. On wrapper.
© 31Aug65; KK208675.

Weaving loom, adjustable steel loom with hook; no.451. On wrapper.
© 29Nov67; KK208683.

Weaving loom; no.454. On folding carton.
© 4Jan67; KK208694.

Weaving loom set; no.452. On wrapper.
© 31Aug65; KK208684.

Weaving loom set; no.455. On wrapper.
© 4Jan67; KK208692.

WILLIAMS, RALPH WILLIAM.
Shampoo takes care of your hair the way beauty soap takes care of your skin. See BRECK (JOHN H.) INC.

WILLIAMS-BERMUDA CORP. ©
Dampers, Bermuda ventilator. Sheet.
© 27Sep68; KK209035.

WILSON (A. L.) CHEMICAL CO. ©
Go Gram, no.57, Aug. 1968. Folder.
© 22Jul68; KK207286.
Modern drycleaner's speed-spotting guide; Bon-Go. Sheet.
© 14Oct68; KK208484.
Modern laundryman's simplified stain removal guide; Quikgo. Sheet.
© 14Oct68; KK208482.
Speed spotting, the simplified Wilson method. 1 v. © 14Oct68; KK208483.

WITTEK MANUFACTURING CO. ©
Sure-Tite stainless steel clamps. Sheet.
© 26Aug68; KK208333.

WITTER (DEAN) & CO. ©
A border incident occurs and our men comment on the market reaction direct from the floor of the New York Stock Exchange. (In Newsweek, July 15, 1968, p.W1) Appl. author: J. Walter Thompson Co. © 9Jul68; KK207121.

WOLFF, ROBERT JAY. ©
Feeling blue; text and pictures by Robert Jay Wolff. [Book jacket]
© 10Apr68; KK207981.

WOLVERINE WORLD WIDE, INC. ©
Next time we go shopping; Hush Puppies. (In Family weekly, Nov. 3, 1968, p.13) © 2Nov68; KK208828.

WOOSTER BRUSH CO. ©
The all purpose twins; golden Exploded-Tip brush, super Doo-Z roller cover. (In Decorating retailer, Sept. 1968, p.30) Appl. author: Ralph H. Jones Co. © 3Sep68; KK208508.

Golden Exploded-Tip, the all purpose brush. (In Decorating retailer, Nov. 1968, p.6) Appl. author: Ralph H. Jones Co. © 1Nov68; KK208777.

Handy member of your maintenance crew; Mistral airless spray gun. (In Maintenance, Sept. 1968, p.30) Appl. author: Ralph H. Jones Co. © 25Aug68; KK207866.

New; Super Jet painter; all-season, all-purpose interior-exterior applicator. (In Decorating retailer, Oct. 1968, p.25) Appl. author: Ralph H. Jones Co. © 1Oct68; KK208589.

Pros take pride in pro results; Magikage roller frame. (In American painting contractor, Nov. 1968, p.33) Appl. author: Ralph H. Jones Co. © 1Nov68; KK209113.

Repeatedly profitable; Mistral airless spray gun. (In Rent-all, Sept. 1968, p.34) Appl. author: Ralph H. Jones Co. © 3Sep68; KK208187.

Sell it, rent it; Mistral airless spray gun. (In American paint and wallpaper dealer, Oct. 1968, p.59) Appl. author: Ralph H. Jones Co. © 20Sep68; KK208562.

WOOSTER PRODUCTS, INC. ©
Abrasive safety stair and walkway products; catalog no.180 1lb/Wo. 20 p. Appl. author: R. W. Loos, Sr. © 4Jan68; KK207321.

WORLD ASSOCIATES, INC. ©
Identification; we are protected by the Identikit. Sticker.
© 10Oct68; KK208582.

Y

YELLOWSTONE DISTILLERY CO. ©
The answer is Yellowstone; Kentucky's no.1 selling bourbon. (In Courier Journal, Louisville, Ky. July 18, 1968, p.A7) Appl. author: Post-Keyes-Gardner, Inc. © 18Jul68; KK207821.

This new, revolutionary milking system invented by Zero. Folder. Appl. author: Lloyd P. Duncan. © 25Oct68; KK208612.

Yellowstone, the spirit of the West. (In Sports illustrated, Aug. 26, 1968, p.5) Appl. author: Post-Keyes-Gardner, Inc. © 26Aug68; KK208304.

YOUNGSTOWN SHEET & TUBE CO. ©
A. C. Ulmer's life preserver for aviators. [Tray] Appl. ti.: Illustration of A. C. Ulmer's life preserver. © 18Sep68; KK209001.

August W. Getchell's motor for streetcars. [Tray] Appl. ti.: Illustration of August W. Getchell's motor for streetcars. © 18Sep68; KK209005.

Charles F. Morrison's aerial navigation apparatus. [Tray] Appl. ti.: Illustration of Charles F. Morrison's aerial navigation apparatus. © 18Sep68; KK209006.

Charley L. Johnson's motor propelled horse. [Tray] © 18Sep68; KK209111.

Martin Fischer's motor car. [Tray] Appl. ti.: Illustration of Martin Fischer's motor car. © 18Sep68; KK209003.

R. J. Spalding's flying machine. [Tray] Appl. ti.: Illustration of R. J. Spalding's flying machine. © 18Sep68; KK209004.

Richard C. Hemmings' vehicle velocipede. [Tray] Appl. ti.: Illustration of Richard C. Hemmings' velocipede. © 18Sep68; KK209002.

Zadoc P. Dederick & Isaac Grass's stem carriage. [Tray] © 18Sep68; KK209110.

YUM, INC. ©
The Yum-funnies eating game. 7 sheets. Appl. states illus. prev. reg. as K83465. © 13Sep68; KK208218.

Z

ZERO MANUFACTURING CO. ©
New Zero invention, cow monitor. (In American agriculturist & rural New Yorker, Aug. 1968, p.3) Appl. author: Lloyd P. Duncan. © 1Aug68; KK207582.

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A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- BASCH, GEORGE.**
Never-Dull. © 20Oct41; KK10118.
George Basch (A); 4Oct68;
R444646.
- BONHAJO, LOU.**
Toy Town. See LARSEN CO.
- FAWCETT PUBLICATIONS, INC.**
Captain Marvel picture puzzle. [Jig-
saw puzzle] © 22Oct41; KK10810.
Fawcett Publications, Inc. (PWH);
25Nov68; R449689.
- GENERAL HOST CORP.**
Bond; weight 1 lb. By A. Waldron
Stone. © 15Nov40; KK2658.
General Host Corp. (PWH); 23Oct68;
R446103.
Bond; weight 1 lb. 4 oz. By
A. Waldron Stone. © 15Nov40;
KK2656. General Host Corp. (PWH);
23Oct68; R446101.
Bond Bread~Krumbs, by A. Waldron
Stone. © 4Nov40; KK2657.
General Host Corp. (PWH);
23Oct68; R446102.
- Bond tender loaf bread. By A. Waldron
Stone. © 15Mar41; KK5714. General
Host Corp. (PWH); 4Nov68; R447439.
- HOLLAND, ROBERT C.**
Chicola. © 16Sep40; KK1107.
Robert C. Holland (A); 22Jul68;
R440069.
- HUGHES, HARRY H.**
Magafile measure graph. © 7Dec40;
KK3235. Harry H. Hughes (A);
29Nov68; R451138.
- LARSEN CO.**
Toy Town; horse & wagon design.
By Lou Bonhajo. © 11Nov40;
KK70272. Larsen Co. (PWH);
19Jul68; R440066.
- LIPTON (THOMAS J.) INC.**
It's in the bag, by George L. Stein-
field. © 9Oct40; KK1405. Thomas
J. Lipton, Inc. (PWH); 10Oct68;
R443585.
The soup in the bag, by George L.
Steinfeld. © 18Sep40; KK1404.
Thomas J. Lipton, Inc. (PWH);
16Sep68; R443584.
- SQUIRT CO.**
Just call me Squirt. By Ben Washam.
© 14Oct41; KK9868. Squirt Co.
(PWH); 31Dec68; R451136.
Six of 'em, for 25¢. © 13Oct41;
KK10874. Squirt Co. (PWH); 31Dec68;
R451137.
Try a whiskey-Squirt, a quickie.
© 3Sep40; KK11340. Squirt Co.
(PWH); 27Jun68; R438575.
- STEINFELD, GEORGE L.**
It's in the bag. See LIPTON
(THOMAS J.) INC.
The soup in the bag. See LIPTON
(THOMAS J.) INC.
- STONE, A. WALDRON.**
Bond. See GENERAL HOST CORP.
Bond Bread Krumbs. See GENERAL
HOST CORP.
Bond tender loaf bread. See GENERAL
HOST CORP.
- WASHAM, BEN.**
Just call me Squirt. See SQUIRT CO.

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